

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXVII. NEW YORK, MAY 24, 1899.

No. 8.



THE RECORD PUBLISHING COMPANY. PHILADELPHIA.



"Close Connections"

Investment and profit—business twins—closely connected by advertising in well patronized street cars.

Your advertisement in the street car keeps close company with buyers, to the very door of the store.

No other medium is so personally assiduous to so many people under such favorable circumstances.

No other advertising medium makes such close connections between investment and results. The largest businesses stand as the irrefutable evidence of this.

Can't we couple you on to the best street car advertising service in America?

A postal will bring details.



Printers' Ink.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

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COLLEGE OF ADVERTISING.

AN INTERVIEW WITH THE PROJECTORS AND CONDUCTORS OF A NEW CHI-CAGO INSTITUTION WHICH PRO-FESSES TO EQUIP ADVERTISING MEN WITH THE KNOWLEDGE REQUIRED IN THE BUSINESS.

To begin with I'm a skeptic. That's the reason that upon a recent evening I visited Rooms 304 and 306, Medina Temple, Chicago. I wanted to confirm my disbelief in the practical value of the Page-Davis Method of Adverthey're so enthusiastic, both instructors and pupils. It's the only college of already twenty pupils." advertising in the world. It isn't very may even be doing good. The place looks for all the world like the stuffy "city room" of a good-sized daily. There is no fuss nor feathers, not even a write-up from bottom of column, would be apt to "study advertising."

I trust that I am not prejudiced that the Ladies' Home Journal declined to accept its advertisement, upon the ground that it is not a legitimate enterprise. Such a refusal was merely the expression of the opinion of the Curtis Company's Chicago manager, ing for aspiring adsmiths, Messrs. Edward T. Page and Samuel Davis, are very frank in their declaration of their aims.

health," said Mr. Davis. "We mean has its chair of journalism. to make money. The tuition is \$100

Thursday evenings, sessions of three hours' duration.

"How did our school originate? Mr. Page and I were discussing opportunities for making money outside our business hours-you know we are both salaried adwriters - and I remarked that I had a friend who offered to pay me for teaching him my business. Mr. Page suggested that several pupils would make such instruction worth while, so we decided to see what we could do. We inserted an ad in the Male Help Wanted columns of the tising Instruction. But now I haven't next Sunday's Chicago Tribune, and the heart to speak ill of those boys, on Monday received seventy-nine replies Then we went ahead. We've

I saw a half dozen students hard at big and it isn't doing any harm. It work when I visited the college. My attention was cal'ed to the fact that they were not of the impecunious unemployed; they looked like bright fellows, and they weren't all young. sign on doors or windows. They even The first thing which they are resay that they are not courting public- quired to do after paying the first ity, would prefer not to be interviewed, month's tuition is to write an essay on but we can't credit that, can we? par- advertising. "That is merely to get ticularly as they took a newspaper their style," explained Mr. Page. "We don't care a rap about their moved it to the top and had both ideas, although some of them are pretty sides of the sheet reproduced in zinc good and I may remark in passing for dissemination. It really doesn't that pretty nearly every one who has look like a circular; not to those who had ambition enough to take up the work has shown some aptitude for it.

"When we have familiarized ouragainst this "college" from the fact selves with our pupil's mannerisms, we point out to him both his strength and his weakness and we keep him pruning and rewriting until he is able to set forth his ideas in clear, forcible diction. Then we begin to stimulate his ideas. How do we do it? Well, and, for my part, it seems to me that really, you must excuse me. You see, the projectors of this course of train- we charge a tuition for divulging that. This is the first school of its kind in the world, but there'll soon be others; in ten years every important college will have its chair of publicity, just as "No, we're not in this for our the University of Pennsylvania now

"Our 'method' has been evolved for the course of six months. There after a good deal of hard thought, and are two lessons a week, Monday and let it suffice to say that before the pupil knows it we have him writing ads," "Upon suppositional subjects?"

"At first, yes, but we soon have him at work on real advertisements which eventually appear in print. Mr. Davis represents a concern which makes it a practice to supply advertising copy free upon the request of its customers and in that work our students get much practice. Then we have several Chicago concerns which employ ideas obtained from our school and, as we are becoming better known, many small merchants throughout the country are writing us for suggestions for their advertising. In this way we are able to make our school all that we claim for it-a school of experience."

"Six months' experience, eight even-

ings a month?"

" By no means. We give our classes the experience which it has taken us many years to acquire. We teach not only English composition and advertisement construction, but typography, illustrating, engraving and all the tricks We do not presume to of the trade. make an advertising expert out of a blacksmith or to put brains where they should be but are not. It is our aim to teach the fundamental principles of advertising, for we believe that it is an exact science, and give our pupil the knowledge and experience which shall fit him to take up the actual work in the business world."

can impart to your pupils such an understanding of the business that they knows it all. can successfully manage the appropri-

sized business?"

things we teach, and confidence is another. We believe that the science sponsible for the success of the Chicago of advertising can be taught just as well as the profession of medicine or the law. Those who have completed to the class in advertising. the courses stand on the same base; a young doctor is not so good as an old one, as a rule, but each is entitled to practice. If law, theology, telegraphy, stenography, engineering and a dozen other things can be taught by correspondence why shouldn't advertising be? We are certain that it can be so valuable features of the work. taught and we're working up a class. There's room for at least one advertising man in every town and in most towns there's for one in every store."

"Then you teach retail advertising?"

and myself are engaged in that line. but principally because most advertising is retail advertising and because we believe that a man who can do good retail advertising can do good general or mail order advertising. Such advertising we believe to require no special knowledge save that of mediums, but our curriculum contemplates instruction in those lines toward the end of the course.

"Place our graduates? No, we couldn't guarantee to do that without endangering our standing, as we do not know whether we could do so or not. However, we give every possible assistance in that line and just at present we have two openings for good men, but have no one sufficiently ad-

vanced to recommend."

The "divisions of study" in this school of publicity number ninetyeight, grouped under the general headings: Essays, Illustrating and Engraving, General Advertising, Local Advertising, Making and Displaying, Adwriting, Mail Order Advertising, Outdoor Publicity, Printing and Lithography, Special Sales and Openings. There isn't a thing enumerated, a thorough acquaintance with which will hurt any man. As Mr. Page readily admitted, the value of this "school" is entirely a personal matter. It can't make adwriters, but if a man's got it in him it may bring it out. It should "Do you feel that in six months you at least give him a technical vocabulary to enable him to talk as though he

It seems that several good business ation and publicity for even a moderate men think well enough of the school to give it support. Principal among "We do. Self reliance is one of the these is S. S. Rogers, whose efforts as business manager have been largely re-Record and Daily News. Mr. Rogers gave one of a course of practical talks talks and demonstrations have been given by artists, engravers, paper dealers, printers and lithographers, and tours of inspection have been made through the various plants. These the originators of this course of instruction consider as among the most

This school may give many a good man a start. Its prospectus is a document calculated to arouse interest in the enterprise it represents. The only exception which I take is to the allur-"Our first efforts are toward that ing portion in which it recites that there end, perhaps because both Mr. Davis are not adwriters enough to go around: that "ad-men earn from \$40 to \$150 a week." It is doubtless true that adwriters earn from \$40 to \$150 a week. I even know one whose salary is said to be \$200 a week, but I also know adwriters who would be beyond the wildest dreams of avarice did they but get \$40. I even know of a recent case in which a Chicago manufacturer wanted an adwriter at \$15; an ad in the Tribune brought him fifty applicants. It is no doubt true that there are too few good advertising men; I am certain that there are too many poor ones. We can do no less than hope that the pupils of the Page-Davis "college" will increase the proportion of the former H. B. HOWARD.

BY UNCONSCIOUS CERE-BRATION.

A correspondent of PRINTERS' INK writes as follows as to the appeal which advertisements make to a host of people who insist that they never read them:

Advertising has become so general that there is perhaps not a single person of sufficient age, ignorant or otherwise who is not influenced by the art of publicity to a much greater extent than is usually imagined. The proof for this assertion is not hard to find. Just ask the man who says he never reads advertisements whether he ever heard of articles so widely advertised as Scott's Emulsion, the Columbia Bicycle, Munyon's Remedies, and a hundred others, and the answer will be in the affirmative every time. Follow the question with another in the same vein: "How did you hear of these goods?" The somewhat discomfited individual will be forced to admit that "adver-tising did it."

But you must not presume from this com-pulsory admission that his assertion about not reading business announcements was untrue, for you may be mistaken. He probably does not read advertisements as do you and I, but he reads them just the same—unknown to himself. The constantly recurring pictures and the same style of typographical display, coupled with the widely advertised name, become so strongly impressed upon the memory that the work of the advertisement is accomplished without even the consent of the unwilling subject. Almost hypnotism—but not quite. Simply the uncon-scious influence of advertisements, without which the art of publicity itself would be wanting of success.

KEEP YOUR TEMPER.

Be good-tempered. It pays, in every way; it pays, if you are an employer; it pays, if you are an employee; it is profitable, in every walk of life. And this is taking the most selfish of life. And this is taking the mood-tem-view. You owe it to others to be good-tempered; you owe it to your own manhood, to your own self-respect. In making others com-fortable, you are making things agreeable for yourself; you are gaining and keeping good-will, which may be of value and help to you hereafter; you are accumulating a capital of popularity and good report, which may be used to advantage, perhaps, at a critical time. Good temper is a great factor in success.—Business.

LATEST ADVERTISING SCHEME

An entirely new one in the street advertising An entirely new one in the street advertising line got in town last week. A well-set-up young man, dressed in a palpably new but well-fitting spring suit, walked up and down Pennsylvania avenue. At the right shoulder of his coat, around near the back, stuck a small tag, marked in small figures "\$1.2." There was another tag of the same sort stuck near the bottom of the coat, on the left side back. It looked as if the young fellow had just bought the suit at some ready-made clothing establishment, and that he had forgot to have the tags removed. Men who walked directly behind him on the avenue noticed the tags, and all of them wishing to save him from the humiliation of displaying a tagged suit, tackled him about it. That was just what the young man wanted—

it. That was just what the young man wanted—what he was drawing wages for. Here is the way these tacklings on the part of charitably-minded men behind him would pan out: "Say, old man," one of the friendly trailers would say, walking up from the rear and touching the young man on the shoulder, "you're wearing your medals on the wrong side. Duck that sold you the suit forgot to take the tags foff. There are two of 'em on the back of your coat, both marked '\$1.2.' Just stand still and I'll take 'em off for you' "Let 'em stay where they are,'' he would reply. "That's what I'm promenading along here for—just to show what a swellerine suit the establishment that employs me gets up for

the establishment that employs me gets up for \$12. Ain't this a beaut, now? D'ie ever see a better-fitting or better-made suit than this for that amount of money? They're being sold off like hot cakes, too, and you'd better hustle if you want one of 'em," and then the young man with the tagged spring suit on would pass out one of the cards of the clothing store employing him.—Washington (D. C.) Post.

LINE PHOTOGRAPHY.

The "line" photo-engraving process will re-produce any of the following classes of subiects:

1. Pen and ink drawings.

2. Pencil or crayon drawings, if drawn boldly on a rough or mechanically grained paper, so that the grain is strongly defined.

that the grain is strongly defined.

3. Autograph letters and manuscripts.

4. Impressions in one color from type, cuts, lithographic stones, copper or steel plates,

5. Lace, crape, tulle and other similar network, if backed up by some contrasting ground when being photographed.

6. Coarsely grained collotype plates.—Mail-Orders, New York.



A SPRINGFIELD (MASS.) COAL DEALER USES THIS PICTURE TO ILLUSTRATE THE SENTENCE : WE ARE BURIED WITH ORDERS."

"DUPLICATING" CIRCULA- ent publications, until it becomes fa-

Sometimes we read solemn warnings against "duplicating" circulations. The writers of these articles profess to believe that it is wasting money to reach the same people through two or more mediums; that if you cover a neighborhood or a class of people, with one publication, you needlessly squander your appropriation when you try to reach the same place or people by means of other publications or other methods.

The absurdity of this theory must be apparent upon reflection. It would be just as sensible to argue in favor of a one-time advertisement. If you repeat the ad in the same paper you duplicate the circulation, don't you? And every succeeding time that your ad is inserted in that paper you are duplicating circulation, and wasting money, according to the theorists.

A friend may tell you an item of Duplication of circulation is ac-social news, and after he has left you centuation of effect. The more times you forget both him and the news. the same thing, and a third who repeats the information, and unconsciously your mind becomes filled with it. It is the persistency of hearing it. not from one man but from several that makes the lasting impression.

It is so also with advertising. You pick up a paper or a magazine that contains a new advertisement, and your eyes just glance over it. The same day you read another newspaper or magazine and see the same advertisement, which you look at again. A third or fourth or fifth time you see it, in as many differ-

miliar to you and you realize at once that, whatever the merits of the article advertised, it is being zealously pushed and wide publicity given to it. That fact alone stands in its favor. It indicates that the proprietor of the goods has faith in them or he wouldn't spend a lot of money advertising them.

Does the "duplication" of circulation appear a waste of money to you? Not if you are of a thinking and ob-servant nature. You know that it is not so much the attractiveness of the ad as the fact of having met with it everywhere that forced itself upon your attention. It was like a dozen voices calling to you at once. It looked at you from the pages of every publication you picked up. It burned itself into your memory by reason of its pertinacity. It could not be avoided: wherever you went or whatever newspaper or magazine you picked up to read, there was that ad.

a person sees an ad, and the more You meet another friend who tells you places he sees it, the more is he impressed by it. The shrewdest advertisers in the country "duplicate" circulations and do it for a purpose. That purpose is to sell more goods by more thoroughly interesting the readers of advertisements.-Fame.

IT IS STEAM POWER.

It is the momentum of advertising that carries a business along. It is like the steam power which carries along the railroad train. Cut off the steam and the train will move on for some distance without any perceptible diminution of speed. But gradually it comes to a full stop. It is the same way with advertising. The only way to keep the business engine goons whether the engineer be an individual or ing, whether the engineer be an individual or a combination, is to keep up steam.—Morss.





HAS MORE READERS IN GREATER NEW YORK THAN ANY OTHER NEWSPAPER AND A LARGER NUMBER OF FIRST-CLASS READERS THAN ALL THE OTHER **NEWSPAPERS PUBLISHED** IN **NEW YORK COMBINED.**

IN THE SOUTH.

One of the Little Schoolmaster's correspondents sends the following sketch of his views regarding advertising in the South. It is here reproduced for what it may be worth:

Advertising is an art that has yet to be learned by the business men of the South. While this statement is made with a general application to the whole section, it is, like all good rules, subject to certain exceptions, and from it are to be excepted the city of Atlanta and, to a limited extent, the city of Jacksonville, Florida. Yet even in these two centers of commercial activity there is much room for improvement.

there is much room for improvement.

The past few years have seen an advance in the commercial prosperity of the South unequaled in its history. The products peculiar to Southern sections are being prepared for the markets of the world at or near the places of production, to a degree never before undertaken. Her cotton which heretofore has been taken to the mills of the North and to foreign lands, is being woven into fabrics at home; her lumber is being shipped in the form of finished materials; her naval stores are supplying the world to an extent that has no parallel in the past; her mineral products are carried to consumers in the form of manufactured articles, which before have been purchased exclusively from Northern mills; and the extreme South is becoming more and more a distributing center for the markets of the great island territory, which the war with Spain has done more to open to our products than the four hundred years since the voyages of Columbus.

In no part of the land is to be found a larger proportion of readers of current literature than in the South. The daily paper finds its way into the hands of millions.

The methods of advertising in the South have not kept pace with the advance which the last ten years have seen in the North. The dodger is still in common use by tradesmen believing that a given expenditure of money in this direction will reach a larger number than the columns of the daily paper. The cost of advertising is placed in the annual budget of expenses by comparatively lew business men as a regular and legitimate item in the conduct of their enterprises. The lack of artistic advertising is marked. The local merchant, who wishes to put before the public the bargains that he will offer, generally leaves to the advertising oblicitor and to the foreman of the composing room, the arrangement of his matter, supplying only the inventory that is to appear and stipulating the space that it is to fill. He does not demand the exact figures of circulation of the medium through which he expects to reach his patrons, accepting the statement that it is larger than that of a rival sheet. But little, if any, attention is paid to the value of street car and similar forms of advertising, and in few cities is this method utilized. Atlanta, Jacksonville and possibly one other city have used it to a limited extent.

The field for the professional advertising agent is a wide one, and with the present prospects for local industrial development hardly a more inviting one could be found. Should the agent, however, enter this field at the present time, his task will not be easy, for the value of his work is not yet appreciated. He must educate the trade to an appreciation of his necessity to it. He must prove his worth in dollars and cents. That this is a possibility is established by what he has accomplished in other and older sections, for the people of the new South are in no way behind their brothers of the North in intelligence nor in the ability and readiness to

grasp what advantages may be placed in their way, so soon as they understand what is really to their advantage.

While these statements, as noted before, apply to the average business community of the South, there are notable exceptions in every city. A respectable proportion, although a decided minority, show in their announcements a wise appreciation of the value of printer's ink. This class makes special announcements of bargains and frequent changes in its standing advertisements in the papers, and in other ways shows a wise discrimination in the line of advertising. Yet it is usually discovered on investigation that they have come from the North, where they have learned the value of the various methods of advertising.

POSTMASTERS WERE OBLIGING.

A correspondent of Mail-Orders (New York) relates this experience:

Although Section 462, Postal Laws and Regulations, forbids postmasters to furnish lists of persons receiving mail from their post-offices, it is an easy matter to get such lists from the postmasters. Two months ago a real estate concern, The American Farm Agency, doing business at 150 Nassau street, New York, sent out 5,000 letters, with self-addressed, stamped envelopes inclosed, to fourth-class postmasters, requesting the names of the twelve most prominent farm owners receiving mail at each of the offices. I was told (and was shown the responses) that out of the 5,000 requests there were but 127 refusals. These postmasters simply cited the law and returned the entire correspondence under cover of a penalty envelope. From this one effort 46,831 names of farmers were secured. No promise of remuneration was made to the postmasters. This is proof that the fourth-class postmasters are not acquainted with laws made to govern them, or that they have no regard for Section 462.

THE QUESTION.

The woods are full of schemers who sell padded circulation at four times its value, offer an endless variety of cards, stamps, tickets, pretty pictures and the Lord knows what not, as advertising. Almost every medium has some value. It is a good investment at some price; but what that price is, and how to use advertising space, is the question.—Chas. Seth Brown.

"BUSINESS OPPORTUNITY" ILLUSTRATED.



A GOOD OPENING FOR PEOPLE WHO HAVE LAID AWAY SOME MONEY FOR A RAINY DAY.

THE

Atlanta Journal

Offers the best medium for reaching the best classes of people in Georgia and adjoining States.

The circulation of the DAILY JOURNAL averaged during 1898

30,056 Copies.

This proves that as a Newspaper it prints the news and meets the demands of the people.

No Daily published in the States of the South has ever attained its circulation or come within ten thousand of it.

It is the exponent of the best thought of the South, patriotic and conservative.

The average circulation of the Weekly is more than 21,000 and is constantly increasing.

THE JOURNAL, Atlanta, Ga.

HOKE SMITH, President.

H. H. CABANISS, Business Manager.

The S. C. Beckwith Special Agency,

Sole Agents Foreign Advertising,

TRIBUNE BUILDING,

THE ROOKERY,

NEW YORK

CHICAGO.

NOVEL GAS ADVERTISING.

By Cabell Trueman.

ple were incapable of telling whether they are getting good gas service or not, the company has issued and sent It isn't often that the citizens of a out to all its patrons a 12-page booktown are practically implored to "kick" let, 5x814, printed on enameled paper, about the way their gas burns or doesn't showing in eight large, black, backburn, but-that's the way they are ground cuts how gas looks when it talked to in Philadelphia. Some time burns right and wrong. On the first

Is Everything Right

with your gas service? Are the burners satisfactory? No globes being broken? Have you good steady light to read by?

If Anything's Wrong

Ask Us to Investigate

If you have any complaint, don't hesitate to make it. The thing that has possibly annoved you for months may require only a few minutes to adjust.

We want your gas service to be satisfactory,

THE UNITED GAS IMPROVEMENT CO.

to the United Gas Improvement Company, and for the past few months the company has been advertising in the leading papers, 50 lines double column daily, asking people to complain if their gas service is not satisfactory, And as if supposing that some peo-

ago the city gas franchise was leased page of this booklet is printed the fol-

The company is in business to sell gas as a commercial article, and it is therefore neces-sary from a business standpoint to deliver its products to its customers under such circumstances as will insure satisfactory results to all.

The newspaper ads, changed every and when complaint is made an in- day or so, are well written-evidently spector is sent to ascertain the trouble. the work of a specialist. One is reproduced herewith.

BILLPOSTING IN DENMARK.

Giles Pullman, the circus agent, now touring Europe with a band of Indians, writes of the billboards of Denmark in a recent letter to the Billboard: "The dob and dead wall, the Billboard: "The dob and dead wall, as we know it in America, does not exist and would not be tolerated. As there are no large stands printed, there is no need of large bill-boards. There are boards, though, well placed and nicely kept. For the most part they are about the size of a one-sheet, although some few are as large as a three-sheet. Each newspaper has a line of boards. They use the space for themselves, or sell it to others. Municipal sanction must be had for every board placed, and sniping is prohibited. A board placed, and sniping is prohibited. A big circus will put out thirty whole-sheets and consider themselves well billed. They charge one mark (25 cents) per sheet for a month's showing, but they hang the paper with the ex-

actness and care exercised by a paper hanger in America. We thought the price outrageous, but as soon as we looked into the service we saw it was worth it."

EAST AND WEST.

The greater number of Western advertisers are attempting to do business with their customers direct by mail, while those in the East are endeavoring to place their goods through jobbers and dealers. This difference in method is probably due to the difficulty Western conis proposity due to the difficulty western con-cerns experience in placing their goods with Eastern dealers by reason of the difference in freight rates. The Western man can not com-pete with the Eastern man on the spot, and hence loses Eastern business. He is therefore forced to do his business by mail, where every-body is on the same footing, regardless of distance. - A dvertising Experience,

The Evening Wisconsin.

DURING THE YEAR 1898

Had Contracts for Advertising With the Following National Advertisers:

Ayer & Co. Apollinaris Water Anheuser-Busch Beer Angostura Bitters Baker's Cocoa Benson's Plasters Battle Ax Plug Borden's Condensed Milk Berlitz Schools Buffalo Lithia Water Booth's Hyomei Brown's Troches Bromo Quinine Beecham's Pills Columbia Bicycles California Fig Syrup Cuticura Remedies Chamberlain Med. Co. Carter's Pills Dr. Lyon's Tooth Powder Dr. R. V. Pierce D. M. Ferry & Co. Duffy's Malt Whisky Dodd's Med. Co. Dent's Toothache Gum Dr. Bull's Cough Syrup Ely's Cream Balm Earl & Wilson Erie Med. Co. Frank Leslie Pub. House Harper & Bros. Hood's Sarsaparilla Humphrey Medicine Co. Hostetter & Co. Holland Am. Line Hamburg Am. Line Herculean Oil Co. Horsford's Acid Phosphate Hire's Root Beer

Hunyadi Janos Ivory Soap Jenness Miller Kingsford's Starch Ladies' Home Journal Lydia Pinkham Co. Lehigh Valley R.R. Lea & Perrin's Sauce Liebig Extract of Beef McClure's Magazir.e Munyon's Remedies Mumm's Extra Dry National Biscuit Co. Old Crow Whisky Pyle's Pearline Pyramid Drug Co. Postum Cereal Paine's Celery Compound Parker's Hair Balsam Peruna Piso Co. Pall Mall Electric Asso. Pond's Extract Co. Pink Pills Price Baking Powder Co. Ripans Tabules Royal Baking Powder Co. Sap lio Scribner's Magazine Scott's Emulsion Stuart's Tablets Sanden Electric Belt The Goodyear Co. Trix Co. Thomson & Taylor Spice Co. Winslow's Soothing Syrup Warner's Safe Remedies W. L. Douglas Woodbury's Derm. Inst. Youth's Companion

HORACE M. FORD,

ROOMS 1206-7,
112 Dearborn Street,
Western Representative. CHICAGO.

CHAS. H. EDDY,

10 Spruce Street, NEW YORK. Eastern Representative.

FOR OLD GOLD.

Mr. George N. Joyce, jeweler, 32 Fulton street, New York, advertises in the daily newspapers of the metropolis and other large cities, for old gold and silver. One of his ads is here reproduced:

wanted,

\$500,000

In

OLD

OLD

GOLD,

GOLD,

GOLD,

GOLD,

If the readers of the Herald will

get out their old gold, silver and
old Jewery, bring it or send it by
once money or certified check for
full value thereof.

House established 1822, Assayer
and refluer. Rank references,
GEORGE N. JOYCE.
St Fulton st., New York. WANTED,

A reporter of Printers' Ink called upon Mr. Joyce the other day for the purpose of asking him a few questions about his advertising. In reply to queries he said:

"I have been advertising this business for twenty-five years. I do the largest business of the kind in the country. No other house advertises to the extent I do, yet my ads are all more quickly." small, ranging from ten lines up."

" Do you advertise your jewelry busi-

ness generally?"

" No, nothing but the call for old That is the chief end of my business. The regular jewelry business I do not advertise, because my store is well known and has been for the last quarter of a century. I was here long before the Brooklyn Bridge was opened and while Fulton Ferry was the main pathway to Brooklyn. As you see, I still have a good location for local trade. but the 'old gold' business is a national one in its scope."

"What mediums have you used,

Mr. Joyce?"

"Nearly every daily in New York and the dailies of the principal cities of the country. Occasionally I have gone into the magazines, but at present I am sticking to the dailies."

" Might I ask which is your favorite

paper in New York?"

"The Herald, because I get most returns from it. Mine is a peculiar business. Nobody expects that poor people have any old gold or silver to sell; therefore, there is little use in my advertising in a poor man's paper except at odd times. But the Herald, Sun, Tribune, Times, Evening Post and Mail and Express are read by the middle and wealthy classes, and those are the people I want."

"From which I surmise that you follow the same rule as to choosing

mediums in other cities?"

" Exactly."

"Do you have a large mail business?" "Yes. Most of it is transacted by mail. Besides a large number of ordinary letters, inquiries, etc., I have a big express and registered mail business. All kinds of packages are being sent to me daily for valuation. I buy by weight only, and promptly forward the full market price for any metals received. I have some people dealing with me now who dealt with me a generation ago. I think that is about the best tribute that can be paid to my methods."

" Have you ever tried any other kind

of mediums?"

" Nothing but dailies, weeklies and the magazines. I don't think anything else would pay me."

"And of the three classes you pre-

fer the dailies?"

" Yes, because, proportionate to the returns, they cost less and show results

IN CHICAGO.

When the billboard question was taken up When the billboard question was taken up by the City Council committee it was brought out that one of the billboard companies is paying out between \$200,000 and \$300,000 a year to the owners of vacant lots, and that in many instances the price of the lease almost pays the taxes on property which otherwise would not bring in a penny's revenue. As an illustration one advertising company, is and to illustration, one advertising company is said to nusstation, one advertising company is said to pay \$2,000 a year for the privilege of erecting billboards on the vacant lot at Congress street and Wabash avenue, and finds money in it even at that rental. The money paid out for the use of brick walls and for the right to erect sign boards on the top of buildings runs up into the tens of thousands of dollars in Chicago alone.—Chicago (Ill.) Tribune.

TRADE-MARKS.

Many times the most valuable asset a proprietary house has is its trade-mark. much care can not be taken in trade-marking properly a proprietary article which is to be ex-tensively advertised. For example, an arbitrary name like "Uneeda," which is a contraction of "You need a," furnishes a trade-mark of inestimable value. - The Advisor.

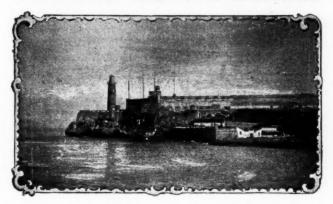
IN PRINT.
The Editor's Wife-I'd just like to know what you wanted to buy me that measly old calico dress for?

The Editor (humbly)—Because, my dear, I thought you'd look well in print.—Southern Printer.



A WRITER IN "PROFITABLE ADVERTISING POINTS OUT THAT A FIRM'S WELL KNOWN TRADE-MARK MAKES A DISTINCTIVE AND AT-TRACTIVE BORDER WHEN SO USED, AS SHOWN IN THE REPRODUCTION HEREWITH.

The Des Moines Leader



The Morro Castle

Of Iowa Journalism.

The LEADER is the standard of newspaper valuation in thousands of Iowa homes.

It has withstood the Breakers of competition for over half a century, and in 1899 is recognized as the pre-eminent

Home Paper of the State.

"IOWA'S BEST DAILY."

Actual Average 1898 — Daily, 17,069; Sunday, 18,732

STRAUSS & DAWSON, Publishers and Proprietors.

NEW YORK OFFICE:

127 TRIBUNE BUILDING,

W. WARD DAMON,

1206 & 7 BOYCE BUILDING, HORACE M. FORD.

THE USE OF HUMOR IN AD- humor in their speeches to make the VERTISING.*

Life without laughing is a dreary blank .-Thackeray.

I know that many persons do not believe in humor in advertising. To them an advertisement is simply a bare announcement of certain facts. Many a man refuses to adopt new ideas, new methods, or to depart from the stereotyped form of advertising used by his father and his great-grandfather before him. He looks upon all advertising as the same-

A primrose by a river's brim A yellow primrose is to him, And it is nothing more.

and his writings; it puts sparkle and effervescence in them. Writers understand the value of humor. The immortal Shakespeare loved a little fun. He says, in "As You Like It," "I had rather have a fool to make me merry than experience to make me sad." Even the most serious plays contain some touch of humor to make them attractive to the audiences.

Humor in talking or writing is like seasoning to the cook. No matter how fine the ingredients may be, the omission of the proper amount of seasoning will make the article prepared dull and insipid, and it takes a good cook to know how much salt or other seasoning to leave out. Humor is the tabasco sauce of advertising. A little of it gives an appetizing flavor; too much, and the result is the ingredients of the but the flavor of the condiment.

a serious thing at best, and it needs a touch of humor now and then to even things up. It takes a vast deal of skill to use humor properly in adver-The novice makes his humor so predominant that the reader forgets only the joke. The man who knows how to introduce a sparkling bit of humor, a bright, happy, twinkling sentence, makes the rest of his advertising matter stand out all the stronger by contrast.

All good orators use some little

rest of their talk effective. The man who has some important truths to bring before his fellow citizens must cater to all classes; he must appeal to those who have a more serious strain of mind by the depth and soundness of his utterances; he must quicken the thoughts and arouse the interest of others by injecting a sparkling story or two into his discourse. Even clergymen do not lose sight of the value of humor and use it with telling effect in their sermons.

The advertiser must not only be careful in his use of humor, but unless he knows just how to use it, it is safer Humor brightens up a man's talk for him to let it alone. First let him make his advertising sensible, well-put and attractive. After he has made this kind of an impression, he can afford to take a few chances by getting up some picture or reading matter of a humorous nature. Too much humor is a dangerous thing. The moment the public thinks you are frivolous in your advertising, that moment they lose interest in you and your goods, whereas, if you impress them by the strength of your advertising, you can still further impress them by tickling their risibilities with a happily expressed bit of humor. Johnson stated aptly, "Men have been wise in very different moods, but they have always laughed the same way."

I think we are often a little bit too serious in our advertising. I think we forget that people care very little about dish are forgotten and nothing is left what we say, but if in saying it we make it sparkling and liven it up with Mind you, I don't advocate the use a witty remark or two, they will be atof nothing but humor in any advertis- tracted in spite of themselves. Think ing. I say to use just enough to sea- of the value of humor in selling goods. son the dish you are serving up. Be A successful salesman makes most judicious in the use of humor. Life is profitable use of a little judicious nonsense; a good wholesome story with a well turned point, a joke, a quip or a jest, puts him on better footing with the customer, and makes his serious remarks all the more appreciated.

A good illustration of the effective the article advertised, and remembers use of humor in advertising is found in the case of the Standard Dictionary, advertised in the elevated railway cars of this city.

This advertising has been most favorably commented upon by readers and advertisers alike. Most of it is serious-extremely so-but mixed in with all this will be found a bit of humorous advertising wonderfully well adapted to the article advertised.

^{*}Extracts from a speech by E. D. Gibbs before the Sphinx Club of New York, on May 10th, 1800.

serious kind:

EASY TO CONSULT

Next to the spelling and pronunciation you want to find quickly in a dictionary the common every-day meaning of a word. There is only every-day meaning of a word. one dictionary that gives you the commonest meaning first, and the rare and obsolete meanings and etymology afterwards, thus making it the easiest of all dictionaries for consultation.

FUNK & WAGNALLS STANDARD DICTIONARY

"This simple change is so admirable, so truly popular, that it is astounding it has never been thought of and put into play before."-Atlantic Monthly, Boston.

Now let us turn, if you please, to one or two of the humorous advertisements. I'll wager that most of you can repeat, if not the exact matter they contain, at least the substance of them.

HE BOUGHT IT!

Busy Man (angrily) .- " Get out! I can't find words to express my dislike of book agents."

Book Agent (with enthusiasm). — "How lucky! I have just the book you need—301,-

865 words-175,000 more than Webster's or Worcester's. It is the new

FUNK & WAGNALLS STANDARD DICTIONARY."

Isn't this a good example of the profitable use of humor in advertis-

The Wool Soap Babies were very happy in their way. This was a bit of humor deftly done so far as the illustration was concerned, irrespective of the success of the advertising itself.

Take Heinz' pickles-seven-tenths of their advertising is of the practical In their street car advertisements, they use high-grade lithography showing their bottles and cans, and good, effective reading matter. addition to this they have a series of advertisements in verse, and if there is any worse poetry in existence than this Heinz poetry I'd like to see samples of it, but at the same time, if there is anything more catchy than these verses I'd like to see it. You know that most everybody notices these verses, even that atrocious production which says:

Oh! the Jawleeboogog and the Squeelijighoss Sing this squij in the goojollon tree :
"Heinz Baked Beans with Tomato Sauce,

Are clumboosterous enough for we.

Then there's that pathetic little

Let me first give an example of the poem of Heinz' with which we are all familiar. It runs:

When dinner time comes, and baby is cross.

How happy is mother to know That Heinz Baked Beans with Tomato Sauce

Is prepared in a minute or so There is much food for thought in a verse of this kind. Personally I have never been able to determine whether the mother intended eating the beans or was preparing them for the baby.

It is evident that Heinz threw all rules of poetry-making to the winds when he got up these verses, as is evidenced by the following:

A little boy bold, of the grocer old,
Politely asked for the loan of "a saw, sir."
"The best sauce sold," said the grocer old, " Is Heinz' Baked Beans with Tomato Sauce, sir

Pretty tough, isn't it? And yet with all its badness, what man here is prepared to say that it isn't good advertising? That is, good advertising in conjunction with the more serious kind used by them.

Let me quote part of a letter which I received a day or two ago from the H. J. Heinz Company expressing their own opinion of this style:

This method of advertising has called forth more adverse criticism than anything else we ever did, but, at the same time, it has brought us more favorable comments than anything else we ever did, so that we are forced to the conclusion that in the matter of attracting public attention it has been a decided success.

I have time and again seen persons opposite these cards puzzling over them, laughing and enjoying the joke. If Heinz depended upon these verses to sell his goods, it isn't likely he'd meet with much success, but by mixing these verses with his other kinds of advertising, he not only appeals to all classes but he appeals to that natural instinct in men and women which makes them appreciate a good joke or

a happily turned rhyme.

Feed humor to your public in homeopathic doses, weighing it out carefully as a druggist does his most powerful drugs. The public are your patients and you must prescribe for them carefully. This one must have some plain, old-fashioned advertising medicine. That one is to be treated with lighter literature, frothier, more dashing and spirited. Another must be regaled with jokes and witty stories. No good doctor prescribes one medicine for all patients.

The advertiser who ignores humor simply ignores one of the most powerful factors in advertising, for with it he appeals to that sense of fun and good fellowship which is inborn in man.

THE USE OF HANDBILLS.

Go to the front door of many houses in the residential section of almost any town and what do you find? In all probability the hallway is belittered with advertising matter, telling of the virtues of all classes of goods from hardware to silks. What becomes of them? The printers say they are carefully picked up by the housemaid and placed prominently up-on "milady's" desk, there to await her care-ful perusal. We have seen this same house-maid, who is supposed to carefully collect the various advertisements, boil over with anger upon discovering the papers, and, with one deft manipulation of the broom, sweep the hopes of these threshold advertisers to the four winds. That some get into the hands of prospective purchasers is true; but that a great proportion of housekeepers detest this method of advertising is evidenced by the fact that in many cities the administrative body has been petitioned to pass a law regulating the matter. In New York City it is even now a misdemeanor to place printed matter of an advertising nature under doors or in letter boxes. The printer's art has made wonderful strides in the past decade. The "dodger" of ten years ago may be obtained to-day in quantities at a much lower figure than it cost at that time, but it is by far a more expensive advertising medium to employ in this progressive age than then. It is expensive in the sense that it is detrimental. The constant aim of every one connected with printing establishments is to induce advertisers to use better paper, to pay for more elaborate arrangement, and, altogether, to contract for that kind of printed matter which will reflect credit on the mercantile establishment from which it is issued. The result of this "campaign of education" on the part of the printers is seen in the tasteful booklets, pamprinters is seen in the tasteful booklets, pamphlets and the like which emanate from some stores. What chance does the ordinary "dodger" stand beside such creations of the printer? None at all—it suffers dreadfully by contrast. In fact, it actually casts discredit upon the firm whose name it hears. It is, in the light of these facts, astonishing that so many pursue the "dodger" system of advertising. There are many whose advertising account will snow at the end of the year an incount will show at the end of the year an investment of hundreds in dubious schemes of this character, the proprietors calculating that their business is not large enough to warrant the purchase of newspaper space, but at the same time feeling constrained to do "something in the way of advertising." And the greater part of those hundreds is virtually thrown away .- Dry Goods Economist.

THEN-ADVERTISE.

Advertising will not work miracles. It will not as ubstitute for careful buying, cash discounts, wise arrangements or effective organization. You must have the right article, purchased or manufactured to the best advantage, handled in the best way, offered at the right price, or advertising will prove a useless expense. Organize your business so as to secure for the public the best that is going for the money; buy in the best market; get your cash discounts and all other advantages and—advertises!—Des Moines (Ia.) News.

THROUGH THE CONSUMER.

A dealer will keep in stock what the people want if he is a shrewd storekeeper. The thing for the nanufacturer of any commodity to do is to make his consumers want 1 bis goods, by advertising. I believe in all kinds of advertising that will get or keep the people's attention.—

H. L. Kramer.

A TESTIMONIAL SYSTEM.

The Dr. Miles Medical Company runs advertisements in nearly all of the magazines and newspapers throughout the country, using large spaces and devoting the display to pictures of users and to testimonials regarding the efficacy of one or more of its remedies. this purpose a card system is used, classified primarily according to the occupation of the customer giving the testimonial, which is indicated by the color of the card, the cards bearing tabs standing in as many relative positions as there are remedies requiring testimonials. Thus, when a testimonial is received from a professional man regarding Nervine, the name, town, address, occupation, nationality, remedy used, size of cut and advertising medium emused, are of cut and advertising medium em-ployed, together with the date and photograph-sent, are all entered upon a blue card bearing a tab in the first position, lettered "Ner.," for Nervine. A professional testimonial for Heart Cure will be entered on the same color of card, but with the tab in the second position, and so on for "Tonic," "Purifier" and the other remedies. But should this testimonial be obtained from a minister, the name and other statistics are entered upon a buff card. G. A. R. testimonials are given prominence in cer-R. testinomais are given promised in certain par-ticularly appropriate periodicals. All such names are entered upon a selmon card. These cards are then arranged in a list from A to Z, the profession and the remedy being indicated by the color and position of the tab, without interfering with the perfect alphabetical loca-tion of each name. -Advertising Experience.

CONDITIONS ARE CHANGING.

Conditions of merchandising seem to be changing in these days. The middleman is passing, Makers, in order to get a living profit, are compelled to deal direct with consumers, and the great development of advertising opens an easy and effective way. What may be the development in this direction in the next few years is hard to determine, but it may safely be said that the mail-order business is as yet in its infancy. If the present agitation for a lower rate of postage for letters and merchandise should bear fruit it would inevitably mean a rapid growth in mail-order business and in the amount of advertising that concerns seeking to do business direct with consumers would be enabled to do.—Advertising Experience.



AN ILLUSTRATION USED BY A KANSAS CITY (MO.) LUMBERMAN,

The Best and Cheapest New York State Newspaper Advertising Proposition

Outside New York City

Is offered by the

Buffalo Courier Buffalo Enquirer

The American Newspaper Directory in its latest issues credits the **Buffalo Courier** with a larger circulation than any other daily newspaper published in the territory named.

The actual average circulations for 12 months preceding October, 1898, were as follows:

Courier (Morning), 55,001 Enquirer (Evening), 36,642

Advertising rates for the two papers combined much lower per thousand circulation than in any others in that section.

Quality of circulation second to none.

J. E. VAN DOREN SPECIAL AGENCY.

PUBLISHERS' DIRECT REPRESENTATIVES,

Tribune Bldg., New York.

Boyce Building, Chicago.

ABOUT BOSTON.

Boston, May 11, 1899.

Editor of PRINTERS' INK :

The news-stands in the subway seem to have a "cinch" on the sale of the popular low price magazines; thousands of the passengers buy them, and it is no uncommon sight to see a purchaser tear out the advertising pages while waiting for cars, and so general has this practice become that waste-paper receptacles have had to be placed at all stations in the big tunnel. The manufacturers of Uneeda biscuits tunnet. The manuacturers of critical disamples have a signboard run along the top of a number of delivery wagons. It is fastened in the center of the "roof"—can be read from either side, and simply says, "Uneeda Biscuit." Circuit of the control o culars have been received by big advertisers here detailing a plan to effect a saving in postage. The promoters of the scheme propose to ship by freight to Mexico carloads of advertising matter, then, in that country, save one-half in the exchange of American money and by purchasing Mexican stamps at a discount mail the matter back to this country at an expense of about one-half what the United States postal rate would be. BOWMAN.

IN MICHIGAN.

Office of the Postmaster. HILLSDALE, Mich., May 10, 1899.

Editor of PRINTERS' INK :

Wheelmen of Hillsdale contemplate the organization of a bicycle club and are desirous of obtaining a list of all bicycle owners in the city. We have hit upon a scheme to secure this, which at the same time is an advertisement for a local shoe dealer. He has offered a pair of ladies' and a pair of men's bicycle shoes to the lady and gentleman guessing nearest to the number of wheel owners that will register at his store during a certain period. Each person registering is allowed to make a guess, and the number put opposite his name. He has a display of bicycle shoes, etc., which are thus especially brought to the attention of those who come to register. Respectfully.

F. L. GREENE.

IN INDIANAPOLIS.

Indianapolis, Ind., May 11, 1899.

Editor of PRINTERS' INK :

A war has been on for some time between associated druggists and cut raters in this city, which has naturally stimulated advertising. The papers have gathered part of the harvest, but the sign painters seem to be the greatest gainers; the drug stores resemble bargain fire sales establishments with their placards. Last week a firm ran up a string of box and diamond kites carrying a United States flag. It attracted much attention. "Vola at all soda fountains" is a placard appearing with the approach of summer. Garbage barrels and rubbish boxes seem to be the favorite "space."

THE BEST WE CAN DO.

Advertising is largely a matter of experimenting, and we can not rely to-day upon the successful methods of yesterday. To know just how to arouse the attention and awaken the interest of a capricious public is a problem that can not be solved by any set rules. The best that we can do is to generalize certain principles that experience, observation and study have developed.—Agricultural Advertising.

ONE MAN'S VIEW.

A beautiful engraving may make your catalogue, circular or paper look handsome and attractive, but if the picture is nothing but a work of art, it conveys no message for you.— Agricultural Advertising.

ABOUT BILLBOARD ADVERTISING.

When an advertising company sees a good location for a billboard a regular contract is made with the owner for a year or six months. If it is on a vacant lot the lease is made subject to cancellation if the owner wishes to put up a building. The rental varies according to loca-tion. If the lot faces a street car line where thousands pass every day the rent frequently comes close to paying the taxes. The advertising company secures its business through solicitors. The advertiser submits his ideas for the sign and leaves it to the advertising for the sign and leaves it to the advertising company's experts to work up a design. If the advertiser is ambitious, like Governor Prigree, for instance, he gives the company his photograph to be worked into the "ad." The whole secret of billboard advertising is to use exactly the same colors, and to have all the signs for the same article exactly alike. For this reason the designs are all weeked out in this reason the designs are all worked out in colors by the artists in the office, and are then turned over to the billboard artists. The latter do not work according to scale, which is considered inartistic. They measure the board the same as a canvas. Some of the better painters make the designs and paint them on the bill-boards also.—Chicago (Ill.) Tribune.

WESTERN MAIL ORDER DEVELOPMENT.

The Fred Macey Company, in Grand Rapids, has developed a mail-order business in furniture of such size that it has set the entire retail furniture trade of the country by the ears. Sears, Roebuck & Co., in Chicago, in less than five years have developed one of the largest mail businesses in the world. Mead & Prentiss, in Chicago, are reported to have cleared several hundred thousand dollars in the last few years by a mail business in cheaper grades of bicycles. The World Manufacturing Company, in Cincinnati, is taxing the capacity of a large five-story building to keep pace with the business brought together in vapor-bath cabinets. One might go on and enumerate such instances by the hundred. The American people has come to realize that it can do its business as effectively with a concern a thousand miles away as with one across the street.—Advertising Experience, Chicago, III.

THE STREET CAR ADVERTISEMENT.

Brevity is the very heart and soul of a street cardwertisement. It must be terse and well displayed, or it can not be read at long range. A one-sentence story, forcibly put and set in a plain, old-style type is best for the advertiser who does not wish to go into illustration or who has an article that can not be illustrated to advantage. It should be so plain that it can be taken in at a glance—so sparsely typed that it can easily be read from any part of the car—so striking in display and ensemble that one can not get away from it if he would.—The Advertising Man.

Ht sat at his desk opening his morning mail when I entered his office, and had a stack of letters eight inches high. Among the letters opened were many circulars, catalogues, circular letters, etc., nearly all under two-cent stamps, to convey the impression that they were "honest Injun" letters. Every one of these letters, circulars, etc., were thrown into the wastebasket, not one of them being read. Finally he finished his mail, and after sending the letters to the various departments he turned to me with the remark: "We have determined to change our method of advertising this year. We are going to send out circulars and write soliciting letters, and send out thousands of handsome catalogues instead of advertising in trade papers."—St. Paul Trade Journal.



AN ILLUSTRATION USED BY A ROCHESTER (N. Y.) SHOE DEALER.

W. L. DOUGLAS.

A correspondent sends to PRINTERS' INK the following appreciative sketch of W. L. Douglas, the "shoe man":

Wm. L. Douglas, the Nestor of the shoe industry, was born in Plymouth, Mass., August 22d, 1845, and there spent his early boyhood. At that time our system of public schools was in its infancy, and young men not able to attend private schools had to content themselves with such rudimentary education as their means could procure. Naturally ambitious, Mr. Douglas early determined to succeed in his chosen trade, and, while a boy-of-all work in a shoe factory, managed to devote part of his time to procuring an education.

Mr. Douglas, like most successful business men, began at the bottom and thoroughly familiarized himself with every detail in the manufacture of shoes. His earnestness and close attention to his duties soon attracted the notice of his employer, who gradually promoted him until he became superintendent.

With a limited capital, Mr. Douglas began manufacturing on his own account, but soon found that to compete with the older manufacturers he would be obliged to adopt some system outside of the ordinary, and being a strong believer in the power of printers' ink, he conceived the idea of producing the best shoe possible for a given sum, and then advertising it as extensively as his limited means would permit. Thus began the career of the famous W. L. Douglas §3 shoe.

Mr. Douglas, although a Democrat and living in a strong Republican district, has been honored with a seat in both branches of the Massachusetts Legislature, as well as with the

office of Mayor of Brockton, and has been several times a member of the city government. He displayed much ability in conducting the affairs of his constituents, and introduced the bill constituting the Board of Arbitration to settle matters of difference between employers and employees. In addition to the management of a large manufacturing business, and fifty-six retail stores in the large cities, Mr. Douglas is a director of the Home National Bank and president of the People's Savings Bank, of Brockton, Mass. Mr. Douglas has always had a personal interest in the army of men and women who inhabit the great factory at Brockton during the working hours of the day, and believes that manufacturers should use every endeavor to break down that invisible barrier which frequently arises between employers and those whom they employ, and convince the workingmen that they are not enemies but friends, whose interests are identical. He employs a competent physician to furnish medical advice free to any of his employees who may be in need of his services.

WISE IN HIS GENERATION.

"Are you sure," asked Brutus, "that this oration of yours will get the publicity it deserves?" "Oh, yes," replied Antony; "I've given Shakespeare a printed copy of my remarks."—Philadelphia North A merican.

STRONG-MINDED.

" Is he strong-minded?"

"I should say so; he can read all the patent medicine ads and never think he has any of the symptoms."—N. Y. News,

PENNY-A-LINERS.

Cornkill has an article headed, "The Byways of Journalism," in which some amusing particulars are given of the penny-a-liner and his doings. Penny-a-lining is a system of journalism by which men who are not regularly attached to any newspaper send items of news-odds and ends of all kinds, which they may chance to pick up-to several journals, which are paid for, if published, at the rate of a penny or more a line. These liners, we read, are always on the prowl after accidents, fires, burglaries and murder; they haunt the hospitals, police stations and stations of the fire brigade. Among the liners with which Fleet street is swarming, says the writer, will be found "more sad failures, more ruined reputations, more crushed ambitions than in any other walk of life."

Stories are told of these journalists which aptly illustrate their common habit of regarding every event from the standpoint of their own special work. One of them, coming home one night, discovered a man insensible at his threshold, and without losing a moment, he called out to his wife, "Quick, my dear, bring me a light; here's a paragraph lying on the doorsteps!" As another "liner" was walking doorsteps! "As another "liner" was walking along the quays of Dublin a man rushed past him and jumped over the wall into the Liffey. The journalist immediately looked at his watch. "How provoking!" he exclaimed. "It's 6 o'clock, and I'm too late for the last edition of the Evening Mail," and, addressing the suicide struggling in the water, he added, "All right, my boy; I'll give you a good paragraph in the morning papers." Occasionally the "liner" produces a gem of unconscious humor. "The murderer," wrote one "liner," "was evidently in quest of money, but, luckily, Mr. Ducan had deposited all his funds in the bank the day before, so that he had lost nothing but his life." Another "liner," describing a street accident, wrote:

"liner," describing a street accident, wrote: "The unfortunate victim was taken to Guy's Hospital, where he now lies, progressing favorably, although he is sedulously attended by Dr. J. Robertson, the resident surgeon, and some of the leading members of the medical staff." In a report in a Glasgow newspaper of a shipwreck off the coast of Ayr this ap-peared: "The captain swam ashore, and succeeded in also saving the life of his wife. She was insured in the Northern Marine Insurance Company for £5,000, and carried a full cargo of cement."—The National Advertiser.

AN ANCIENT ADVERTISEMENT.

The following tailor's advertisement appeared in Fog's Weekly Journal, of September, 1734, and is therefore about one hundred

and sixty-five years old:
"This is to give Notice to all Gentlemen "This is to give Notice to all Gentlemen and others, That they may have good Druggets, Sagathie, and Duroy Suits made well and fashionable, for the first size Men at \$23\$ ros. a suit, and the larger size at \$24\$, Cloth Serge, commonly called by the Name of German Serge, suits for \$24\$ and \$24\$ ros. Livery suits for \$24\$ and \$24\$ ros. Livery suits for \$25\$ and \$25\$ ros. At the Two Golden Balls in great Hart street, the upper end of Bow street, Covent Garden. Also Horsemen's great Coats to be sold ready made at 205. each, Morning Gowns, Callimanco, both sides, at 305. a piece, blue Cloak-bags ready made at 165. each, blue Rocklers ready made. Superfine black Cloth at 155. per Yard."—Fame.

SHAKESPEARES IN TRADE

Brains capable of producing enthralling romances and charming poetry are now engaged in writing ads, presumably because the latter kind of composition is more lucrative. - Mead.

A VIEW WITH MANY ADVOCATES.

The picture should have some direct cor nection with the goods it advertises .- Mail Orders, New York.

Classified Advertisements.

Advertisements under this head two lines or m without display, 25 cents a line. Must be handed in one week in advance.

A DVERTISING scheme, \$30 a week easy. Plan for 25c. STAN ALLEN, Amherstburg, Ont. DERFECT haif-tone cuts, I col., \$1: larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

WANTED-At once second-hand Thorne machine, 8 point, must be latest improved and cheap. THE POST, Pontiac, Mich.

CUBSCRIPTION premiums wanted for use by first-class monthly farm and stock paper. Address FARM AND TRADE, Nashville, Fenn.

W ANTED—An energetic man to conduct a sci-entific journal published in Washington, Must have AI references. Address Box 162, Wash-ington, D.C.

A DVERTISING Ideas Wanted. New sugges-tions on illustrating and writing advertise-ments for silverware. "MANAGER," Box 753, Meriden, Conn.

WANTED-Case of bad health that R'1'P'A'N'S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

A 8 city editor and solicitor, or city editor and business manager of daily in city of eight to twelve thousand inhabitants, by competent man of eight years' experience and best of references. Married, aged 23 years. Address Lock Box 65, Pana, Ill.

A LONG established trade journal, having the largest circulation and advertising patronage in its field, wishes to make arrangements with resident advertising representatives in all large cities or manufacturing centers. Addiess "PUBLISHER," P. O. Box 1683, New York City.

ORDERS for 5-line advertisements 4 weeks \$10. OnDERNSTOR-SING AVERTHEEMENTS & WEEKS BIN.
IN 1'55 Wisconsin newspapers: 100,000 circulatrate. Catalogue on application. CHICAGO
NEWPAPER UNION, 10 'spruce St., New York.
This price includes Printers' Isk for one year. -

ADVERTISING MEDIA.

A MERICAN HOMES, Knoxville, Tenn.; 1 yr. \$1, including 40-word ad. Disp. 15c. ag, line. ENTERPRISE.

40 WORDS, 5 times, 25 cents. ENTERPRISE Brockton, Mass. Circulation exceeds 6,000 A DVERTISERS' GUIDE, Newmarket, N. J., 8c. line. Circ'n 4,000. Close 24th. Sample free.

SIGNS that sell goods. The kind we make. Samples free. RONEMOUS & CO., Balto., Md.

A NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to re-ceive the paper for one year.

FARM AND TRADE guarantees over 10,000 circulation for its June issue. Ads must reach office by June 1st to insure insertion. Rate 81 per inch for one inch or a hundred inches. Best class of readers on earth for advertisers. FARM AND TRADE, Nashville, Tenn.

Ol: Eastern Virginia and North Carolina no A control of the cont

BOUTs even eighths of the advertising done frails to be effective because it in placed in paper fails to be effective because it in placed in paper fails to be more than one eighth of the value that the best papers. If you have the right advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

THE ROCHESTER COURIER is a live weekly, printing 1,700 papers each week, in a busy manufacturing town of 9,000. COURIER PUBLISHING CO., Rochester, New Hampshire.

PRESS CLIPPINGS.

TERMS-31 to \$4 per 100. AMER. CLIPPING BUREAU, Amsterdam, N. Y.

AD EDITORS.

Y OU send us your copy; we edit and criticise it. Write for booklet. THE PUBLIC EYE, Box 413, Madison, Wis.

ADDRESSES AND ADDRESSING.

1,000 CIRCULARS (6x9 or smaller) mailed with my orders for \$1. I guarantee every circular to reach my customers. F. H. MEANS, 621 Moss Ave., Boston, Mass.

BANKRUPTCY BLANKS.

DANKRUPTCY blanks—A full line. Wholesale; uniform; up to times; catalogue. Law stationers, write small postal for big discount. LAW REPORTER CO., Wash., D.C. Samp. set \$3.

MISCELLANEOUS.

2.5 CTS, gets formula for Pure White Liquid Cement. Sticks. M. E. SULLIVAN, Quincy, O.

WINE for gentlefolk. We have as good goods as your money can buy. The list is too long to publish, will send it for a postal. C. E. SWEZEY, with Brotherhood Wine Co., N.Y. Czy.

FOR SALE.

FOR SALE-Ten R-1-P-A-N-S for Scentsat druggists'. One gives relief.

FOLDER-Stonemetz, hand feed, 9-col. folio, perfect order, \$100. GAZETTE, Xenia, O.

FOR SALE CHEAP-One hand press, size of platen 24x33... Inquire of REPUBLICAN, Hamilton, N. Y.

FOR SALE—Latest list of taxpayers. Wise Co., Texas, with correct P. O. address, ccupation, lands owned, amount taxes paid, etc. 5,000 names, §5. CitABB & HALCOMB, Decatur, Tex.

FOR SALE -An up-to date printing office in the southern part of New York State. Everything modern. Does the high-toned work of the city. Cheap for cash. Best of reason for selling. Write for particulars. "S. L. A.," Printers Ink.

DRINTING nuclees out of lown; owing to other business the present owners will dispose of larm and unto date bindery, especially adapted to large edition pamphlet work; is now doing a business of a lout \$50,000 per, anum, with acilities for a much larger output; a few thousand dolars down balance taken in work; present ow ers will turn in work to the extent of \$1.00 nonthly.

THE Fordian Printing Co., including the weekly Flormian, established 1885. The office is one of the largest and most complete in the State. It contains besides book and job departments, book binderry, stereotype outfit, standing presses and paper and eard cutters, gas engine (9tto), steam cylinder and job presses, six 8-foot imposing stones and 100 pair of chases. About 4, 00 pourts of body type and 400 fonts of About 4, 00 pourts of body type and 400 fonts of His done the State and Department printing for years. Apply to W. N. SHINE, room 6, Ely Block, Jacksonville, Fla.

"I'REASUEY Department, Bureau of Engraving and Printing. There will be sold at public auction on the premises of the Bureau, 14th and B streets, S. W., Washington, D. C., beginning at 11 o'clock a. m., Saturday, May 26, 1899, nine type and the streets, S. W., Washington, D. C., beginning at 11 o'clock a. m., Saturday, May 26, 1899, nine type grad of the streets of

BUSINESS CHANCES.

E. P. HARRIS, 150 Nassau St., N. Y., sells publishing businesses only. Want to sell f Or buyi

SUPPLIES.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., LPG. 10 Spruce St., New York, Special prices to cash buyers.

PRINTERS.

1,000 NOTE-HEADS and 1,000 envelopes printed on high-grade woven paper, \$3. Samples free. H. S. LEWIS, Beaver Falls, N.Y.

I F you are a believer in printing that makes a Ait, it will pay you to send your order to THE LOTUS PRESS, Printers, 140 W. 23a St., N. Y. City.

SPECIAL.

I F you want to get some a ood work done in the advertising line I am your man. I make a specialty of medicine firms, mail-order and agents' supply houses I can refer you to about 50 firms who will tell you who I am. If you mean business, write. ARTHUR E. SWATI, 25 Hamilton Ave., Chicago.

ADVERTISING NOVELTIES.

A D NOVELTIES made by CHICAGO ENVELOPE CLASS CO., Buchanan, Mich.

A DVERTISING novelties that are novelties. No trash. High-grade goods at low prices. Write for samples and catalogue. THE WHITE-HEAD & HOAG CO., Newark, N. J.

Of advertising Novelties, likely to benefit reader as well as advertiser, I lines will be inserted under this liead once for one dollar.

ADVERTISEMENT CONSTRUCTORS.

JONES.

JONES, 42 World Bldg., N. Y.

MOSES & HELM, III Nassau St., N. Y.

A DS, booklets, etc. Sample ad \$1. CHAS, A WOOLFOLK, Louisville, Ky.

NATENT medicine pullers. ARTHUR E. SWETT, 23 Hamilton Ave., Chicago.

A DER'S Primer, 5c. Box 391, Des Moines. DER'S Primer, 5c. Box 391, Des Moines.

A DS that appeal to the public's purse, One sample, \$1. CABELL TRUEMAN, Philads.

W RITE to CHAS. F. JONES, 42 World Bldg., N. Y., for free booklet explaining his work.

A LBERT H. SNYDER CARL P. JOHNSON, advertisers, Suite 1319, Chamber of Commerce, Chicago. Long Distance Phone, Main 67.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

I N McClure's, Munsey's, Cosmopolitan and Review of Reviews you will find examples of my full page and nalf page magnaine ads for the K & W. Jenkinson Co. ("Pitt-burg Stogies"), CHARLES AUSTIN BATES, 'anderbill Bild, N.Y.

WE now have our own printing plant. So that in giving you price on preparation of advertising matter we can include cost of printing. If desired. Intit an advantage to have one concern attend to the whole thing from the start to the finish! ALBERT H. SNYDER-CARL P. JOHNSON, Chamber of Commerce, Chicago.

JOHNSTON attends to the whole business writing, designing and printing. I believe I can get up a ravertisement or booklet or circular as well calculated to sell goods as any person other man in the land for turning out the finished job. It is all done under my personal supervision. I am always on deck myself. No matter what you may want, write me about it. Send your n'me on a small postal for a copy of Printers' Ink Press, 10 Spruce St., S. T. City.

PENNY-A-LINERS.

Cornhill has an article headed, "The Byways of Journalism," in which some amusing particulars are given of the penny-a-liner and his doings. Penny-a-lining is a system of journalism by which men who are not regularly attached to any newspaper send items of news-odds and ends of all kinds, which they news—one and engs of all kinds, which they may chance to pick up—to several journals, which are paid for, if published, at the rate of a penny or more a line. These liners, we read, are always on the prowl after accidents, fires, are always on the prown after accidents, irres, burglaries and murder; they haunt the hospitals, police stations and stations of the fire brigade. Among the liners with which Fleet street is awarming, says the writer, will be found "more sad failures, more ruined reputations, more crushed ambitions than in any

other walk of life."

Stories are told of these journalists which aptly illustrate their common habit of regarding every event from the standpoint of their own special work. One of them, coming home own special work. One of them, coming home one night, discovered a man insensible at his threshold, and without losing a moment, he called out to his wife, "Quick, my dear, bring me a light; here's a paragraph lying on the doorsteps!" As another "liner" was walking along the quays of Dublin a man rushed past him and jumped over the wall into the Liffey. The journalist immediately looked at his watch. "How provoking!" he exclaimed. "It's 6 ciclock and I'm too late for the last.

The journalist immediately looked at his watch. "How provoking!" he exclaimed. "It's 6 o'clock, and I'm too late for the last edition of the Evening Mail," and, addressing the suicide struggling in the water, he added, "All right, my boy; I'll give you a good paragraph in the morning papers."

Occasionally the "liner" produces a gem of unconscious humor. "The murderer," wrote one "liner," "was evidently in quest of money, but, luckily, Mr. Ducan had deposited all his funds in the bank the day before, so that he had lost nothing but his life." Another "liner," describing a street accident, wrote: "The unfortunate victim was taken to Guy's Hospital, where he now lies, progressing favor-Hospital, where he now lies, progressing favor-ably, although he is sedulously attended by Dr. J. Robertson, the resident surgeon, and some of the leading members of the medical staff." In a report in a Glasgow newspaper of a shipwreck off the coast of Ayr this ap-peared: "The captain swam ashore, and succeded in also saving the life of his wife. She was insured in the Northern Marine Insurance Company for £5,000, and carried a full cargo of cement."—The National Advertiser.

AN ANCIENT ADVERTISEMENT.

The following tailor's advertisement appeared in Fog's Weekly Journal, of September, 1734, and is therefore about one hundred and sixty-five years old:

and sixty-five years old:

"This is to give Notice to all Gentlemen and others, That they may have good Druggets, Sagathie, and Duroy Suits made well and Iashionable, for the first size Men at £3 10s. a suit, and the larger size at £4. Cloth Serge, commonly called by the Name of German Serge, suits for £4 and £4 10s. Livery suits for £4 and £4 10s. Livery suits for £5 and £4 10s. Livery suits for £5 and £6 10s. At the Two Golden Balls in great Hart street, the upper end of Bow street, Covent Garden. Also Horsemen's great Coats to be sold ready made at 20s. each, Morning Gowns, Callimanco, both sides, at 30s. a piece, blue Cloak-bags ready made at 16s. each, blue Rocklers ready made. Superfine black Cloth at 15s. per Vard."—Fame.

SHAKESPEARES IN TRADE.

Brains capable of producing enthralling romances and charming poetry are now engaged in writing ads, presumably because the latter kind of composition is more lucrative. - Mead.

A VIEW WITH MANY ADVOCATES.

nection with the goods it advertises.—Mail Orders, New York. The picture should have some direct con-

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

A DVERTISING scheme, \$30 a week easy. Plan for 25c. STAN ALLEN, Amherstburg, Ont. DERFE(Thaif-tone cuts, 1 col., \$1: larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

WANTED-At once second-hand Thorne ma-chine, 8 point, must be latest improved and cheap. THE POST, Pontiac, Mich.

CUBSCRIPTION premiums wanted for use by first-class monthly farm and stock paper. Address FARM AND TRADE, Nashville, Fenn.

WANTED—An energetic man to conduct a scientific journal published in Washington. Must have Al references. Address Box 162, Washington, D.C.

A DVERTISING Ideas Wanted. New sugges-tions on illustrating and writing advertise-cents for silverware. "MANAGER," Box 753, Meriden, Conn.

W'ANTED—Case of bad health that R'1 P'A'N'8 will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

A S city editor and solicitor, or city editor and business manager of daily in city of cight to twelve thousand inhabitants, by competent man of eight years' experience and test of refundance of the second solicity. Address Lock December 2018 and 111. erences. Marrie Box 63, Pana, III.

A LONG established trade journal, having the largest circulation and advertising patronage in its field, wishes to make arrangements with resident advertising representatives in all large cities or manufacturing centers. Address "PUBLISHER," P. O. Box 1638, New York City.

() RDERS for 5-line advertisements 4 weeks \$10. () "IDERGS for 3-line advertisements * weeks \$10.00 circulation weekly; other Western weekly papers same rate. Cachiogue on application. CHICAGO NEWSPAPER UNION, 10 "spruce \$L., New York. This price includes PRINTERS' INK for one year.

ADVERTISING MEDIA.

A MERICAN HOMES, Knoxville, Tenn.; 1 yr. \$1, including 40-word ad. Disp. 15c. ag. line. 40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000. A DVERTISERS GUIDE, Newmarket, N. J., 8c. line. Circ'n 4,000. Close 24th. Sample free.

S IGNS that sell goods. The kind we make. Samples free. RONEMOUS & CO., Balto., Md.

A NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

FARM AND TRADE guarantees over 10,000 cir-culation for its June issue. Ads must reach office by June 1st to insure insertion. Rate 21 per inch for one inch or a hundred inches. Best class of readers on earth for advertisers. FARM AND TRADE, Nashville, Tenn.

Ol: Eastern Virginia and North Carolina no advertising medium approaches the Virgini-Application of the properties of the paper than double the circulation of any other paper published in its territory. RALPH MCKEE, New York Representative, Times Building.

A BOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the "fixth papers, your advertising will pay Correction with the papers of the paper of the paper of the papers. The GEO. T. NEW YOR. New York.

THE ROCHESTER COURIER is a live weekly, printing 1,700 papers each week, in a busy manufacturing town of 9,000. COURIER PUBLISHING CO., Rochester, New Hampshire.

PRESS CLIPPINGS.

TERMS-\$1 to \$4 per 100. AMER. CLIPPING BUREAU, Amsterdam, N. Y.

AD EDITORS.

Y OU send us your copy; we edit and criticise it. Write for booklet. THE PUBLIC EYE, Box 413, Madison, Wis.

ADDRESSES AND ADDRESSING.

1.000 CIRCULARS (6x9 or smaller) mailed with my orders for \$1. I guarantee every circular to reach my customers. F. ii. MEANS, 621 Moss Ave., Boston, Mass.

BANKRUPTCY BLANKS.

DANKRUPTCY blanks—A full line. Wholesale; uniform; up to times; catalogue. Law stationers, write small postal for big discount. LAW REPORTER CO., Wash., D.C. Samp. set \$3.

MISCELLANEOUS.

2.5 CTS, gets formula for Pure White Liquid Cement, Sticks. M. E. SUI LIVAN, Quincy O.

W INE for gentlefolk. We have as good goods as your money can buy. The list is too long to publish, will send it for a postal. C. E. SWEZEY, with Brotherhood Wine Co., N.Y. City.

FOR SALE.

FOR SALE-Ten R-1 P-A-N-S for 5 cents at drug-gists'. One gives relief.

FOLDER-Stonemetz, hand feed, 9-col. folio, perfect order, \$100. GAZETTE, Xenia, O.

FOR SALE CHEAP—One hand press, size of platen 24x32. Inquire of REPUBLICAN, Hamilton, N. Y.

FOR SALE—Latest list of taxpayers. Wise Co., Texas, with correct P. O. address, occupation, lands owned, amount taxes paid, etc. 5,000 names, \$5. CRABB & HALCOMB, Decatur, Tex.

FOR SALE—An up-to date printing office in the southern part of New York State. Everything modern. Does the high-toned work of the city. Cheap for cash. Eest of reason for selling. Write for particulars. "S. L. A.," Printers Ink.

DRINTING business out of town; owing to other business the present owners will dispose of large business the present owners will dispose of an expectation of the business of the present of the present of the present owners of a four the present owners of a four the present owners of the present owners of the present owners of the present owners of the present owners will turn in work to the extent of §1.00 monthly. C. A. COLLINS, §0 Massan &L, New York City.

THE Floridian Printing Co., including the office is one of the largest and most complete in the State. It contains besides book and job described to the largest and most complete in the State. It contains besides book and job described to the state of the largest and include and job presses and season and job parts of chases. About 4, 90 pounds of hody type and 400 fonts of job letter. Everything in position to go to work. Apply to W. N. SHINE, room 6, Ely Block, Jacksonville, Fia.

Jacksonville, ris.

"REASIUY Department, Bureau of Engraving and Printing. There will be sold at public auction on the premises of the Bureau, 44th and B streets, S. W., Washington, D. C., beginning at 11 o'cho's a. m. Saturday, May 26, 1898, nine typographic printing material, all in good condition; also various dry colors in tierces, barrels and boxes; and also second hand machinery, tools, fixtures, furniture and miscellaneous experience of the proceedings of the purchased of the proceedings of the purchased on application to CLAUDE M. JOHNSON, Director of Bureau.

BUSINESS CHANCES.

E. P. HARRIS, 150 Nassau St., N. Y., sells publishing businesses only. Want to sells Or buy:

SUPPLIES.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L't'd. 10 Spruce St., New York, Special prices to cash buyers.

PRINTERS.

1,000 NOTE-HEADS and 1,000 envelopes printed on high grade woven paper, 33. Samples free. H. S. LEWIS, Beaver Falls, N.Y.

IF you are a believer to printing that makes a hit, it will pay you to send your order to THE LOTUS PRESS, Printers, 149 W. 23d St., N. Y. City.

SPECIAL.

I F you want to get some a ood work done in the advertising line I am your man. I make a specialty of medicine firms, mail-order and agents' supply houses I can refer you to about 50 firms who will tell you who I am. If you mean business, write. ARTHUK E. SWETI, 23 Hamilton Ave., Chicago.

ADVERTISING NOVELTIES.

A D NOVELTIES made by CHICAGO ENVELOPE CLASP Co., Buchanan, Mich.

A DVERTISING novelties that are novelties. A No trash. High-grade goods at low prices. Write for samples and catalogue. THE WHITE-HEAD & HOAG CO., Newark, N. J.

Of advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted unner this head once for one dollar.

ADVERTISEMENT CONSTRUCTORS.

JONES.

, ONES, 42 World Bldg., N. Y.

MOSES & HELM, III Nassau St., N. Y.

A DS, booklets, etc. Sample ad \$1. CHAS. A WOOLFOLK, Louisville, Ky.

DATENT medicine pullers. ARTHUR E. SWETT, 23 Hamilton Ave., Chicago.

A DER'S Primer, 5c. Box 391, Des Moines.

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A DS that appeal to the public's purse. Che sample, \$1. CABELL TRUEMAN, Philada.

W RITE to CHAS. F. JONES, 42 World Bldg., N. Y., for free booklet explaining his work.

A LBERT H. SNYDER CARL P. JOHNSON, advertisers, Suite 1319, Chamber of Commerce, Chicago. Long Distance Phone, Main 67.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

I N McClure's, Munsey's, Cosmopolitan and Review of Reviews you will find examples of my full page and nalf page magnaine ads for the K. & W. Jenkinson Co. ("Pitt-burg Stogles"). CHARLES AUSTIN BATES, 'vanderbilt Bid, N.Y.

WE now have our own printing plant. So that in giving you price on preparation of advertising matter we can include cost of printing, if desired. In tit an advantage to have me concern strend to the whole thing from the start to the finish! ALBERT H. BNY DERCARL F. JOHNSON, Chamber of Commerce, chicago.

JOHNSTON, thanner of commerce, cheege.

Justing, designing and printing. I believe i can get up an advertisement or booklet or circular as well calculated to sell goods as any person other man in the land for turning out the finished job. It is all donc under my personal supervision. I am always on deck myself. No matter what you may want, write me about it. Send your ne'me on a small postal for a copy of my large postal. Will, JOHNSTON, Manager of Printers' Ink Press, 10 Spruce St., R. Y. City.

Pittsburg

We have dropped the Pleasant Valley Line in Pittsburg and Allegheny, operating about fifty cars, but we control other lines there and charge our advertisers for regularly operated cars—you get what you buy and are not charged for 20 to 30 per cent more than are in service.

The display in our cars is, as usual, unapproached by any other in the Smoky City—in our cars you will find the cards of America's representative and successful advertisers. They know what



Reliable Service

is, and the mute testimony of their continuous indorsement shows that they believe in us and our methods.

Our resident manager is a man of long experience in Street Car Advertising, and this is a practical guarantee that advertisers' interests will be properly looked after and our unrivaled system and broadgauged policy obtain here as elsewhere.

Seo. Kissam & Co.

609 Hamilton Bldg. 335 Fifth Ave.
PITTSBURG.







50c a

LAST E

Louisville is the best situated and comer It is nearby three large commercial des and the influences of trade which comes Lo have made Louisville a most important mm

If is because of this fact that the adverse and most effectually will place Louisvilled h

The papers which will give best sevice

LOUISVILLE

LOUISVILLE COURIER-JOURNAL COURIER-JOURNAL **COURIER-JOURNAL**

These three editions have the largest circultion of all other papers published in their section of he The boundaries of the South have not heded

Courier-Journal has achieved a national reputation.

THE S. C. BECKWITH SI

SOLE AGENTS FOREIGN AL

Tribune Building, NEW YORK.



The Famous Papers of a Famous Country.

The Courier-Lournal.

More Two Course the Coculation

LOUISVILLE, CATORDAY MORNING, AUGUST 10, 1600-TWELVE PAGES

PRUS THUES CENT

The Conrier-Journal.

DECITON 1 CONT PAGE

THE TWICE-A-WEER

ER-JOURNAI

50c a Year.

Oc a

AST FI

THE LOUISVILLE TIMES

L'AST EDITION

SPORTING SPECIAL

d comercial center to the Middle South.

ial des of the United States—Chicago, St. Louis and Cincinnati, mes Louisviile before distribution to the other cities of the South ant mmercial center.

adveiser who wishes to cultivate the Southern market quickest

st sevice for the money expended are the

JRNAL, Daily, - - - - <u>25,000</u>

<u>JRNL,</u> Sunday, - - - <u>32,000</u> JRNL, Twice a week, <u>75,000</u>

EACH PART.

circultions, and their influence is far in advance n of he country.

heded in their influence or standing, for the

MES, DAILY AVERAGE, 33,405

TH SPECIAL AGENCY,

DREIN ADVERTISING,

The Rookery, CHICAGO.

''Twas in the Newspaper and all the world now knows it."

"I awoke one morning and found myself famous."



W. N. HALDEMAN, President. HENRY WATTERSON, Editor.

PRINTERS'

A JOURNAL FOR ADVERTISERS.

A JOURNAL FOR ADVERTISERS,

E Issued every Wednesday. Ten centaa copy.
Subscrit don price, five dollars a year, in advance.
Six dollars a bundred. No back numbers.

E Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

E* Fublishers desiring to subscribe for PRINTPRES INK for the benefit of adve, patrons may, on

E* If any person who has not paid for it is receiving PRINTERS INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

ADVERTISING RATES:

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure display 50 cents a line; 15 lines to the inch. \$100a page. Special position twenty five per cent additional, if granted; discount, live per cent for cash with order.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and
Sub-cription Department.

New York Offices: No. 10 Spruce Street. London Agent, F. W. Sears, 50-52 Ludgate Hill, E. C.

NEW YORK, MAY 24, 1899.

EVERYTHING can be taught about advertising except the common sense that is necessary in order to make it a

To WRITE a successful advertisement, the writer of it must know as much about the person who is to read the advertisement, about his wants and inclination, as he does about the goods he has for sale and the uses they may be put to.-Agricultural Advertising.

In other words, success in advertising depends on the advertiser's instinctive knowledge of his kind, of the things and methods that most readily appeal to them and how they are most easily influenced. A man lacking this capacity is not well equipped for success in the advertising field, whatever his other qualifications may be.

A REMARK in the editorial columns of a New England daily is true perennially. After reviewing the difficulties surrounding service of news from distant points, and apologizing for "thin" paper, the editor consoles himself with the reflection that "there is news enough right around Post-Office square to make a readable newspaper every day." Every edi-tor of every local newspaper in the country may truthfully make the same assertion—that there is material, within literally a stone's throw of his office, for columns of thoroughly readable news in each issue. It is a question readable news in each issue. It is a question only of digging it out and licking it into shape—to resort to reporters' slang. But it takes the man with rare power of penetration and great skill in compilation to find the pure news metal where surface indications of the or the bardly many. hardly appear.-Newspaperdom

Similarly there are facts about every business that are of public interest, if the advertiser only knew enough to It requires an instinct utilize them similar to the "nose for news"; and that is why newspaper men are often so successful as advertising managers. A LARGE advertiser was overheard to remark the other day, "Let me write the copy and the office boy may make the rates."—A dvertising Experience.

However good the "copy" may be, if it be inserted in periodicals whose rates are out of proportion to the circulation secured, the cost of its insertion will consume the results that come in reply.

THE effect of the combined advertising of a number of articles in the same line seems to be to increase the sale of all, making business increasingly profitable for each advertiser. Probably the reason for this is that the appearance of a number of advertisements of similar articles creates public confidence in their desirability. There surely never was a better example of the power of combined advertising than the phenomenal demand for bicycles that came to a head in 1895. - Advertising Experience.

When the same class of article is advertised simultaneously by a number of advertisers, the article itself, without any reference to any particular manufacturer, is brought so constantly to the public's attention that the number of possible and potential customers is greatly increased. Most of these resolve to purchase at some future date; when they are ready to do so they are as likely as not to go to a manufacturer who did not influence the sale originally, but who secures the "custom" because he appeared on the scene opportunely.

ADVERTISING CHILDREN'S GARMENTS.

Mr. Best, proprietor of the Lilliputian Bazaar, New York, gives to Advertising Experience the following as his experience in the use of various kinds of advertising media:

I have found the high-grade magazines pay me best for out-of-town business. We aim to reach the class of people who have money and reach the class of people who have money and are willing to spend it for good goods. There-fore, we are obliged to use high-class publi-cations. One would naturally think that re-ligious papers would pay us very well, but our experience with them during the past ten years has not been satisfactory. One would also think that juvenile papers would be just the kind that I would need to use for advertising children's clothes, but they have not proved satisfactory, while papers which go to mothers have been very profitable. I should think that mothers would read juvenile papers, but my experience is that they do not do so as carefully as they read ladies' publications. We must confine our advertising mostly to the larger centers of population. We can not expect much trade from small country towns.

As to the relative value of the high-grade and ten-cent magazines, I can say that while we get twenty calls for catalogues and small orders from the ten-cent magazines we get one reply from high-grade magazines that usually brings us more money than the twenty replies from the others. One explanation of this is that we cater to a comparatively wealthy class of people and do not cater to bargain hunters.

SHOPPING BY MAIL.

The spring is the busiest time for the mail order section of the department stores. At one store 1,000 letters are received daily, either asking for samples or ordering goods. These letters come from all over the country, although very few are from the extreme West. That region is supplied principally from the Western cities, the express rates from New York being too heavy.

Each customer is entered in the card index, a system something like that in vogue in libraries. A white card represents a woman; a yellow card denotes a man. The cards are subdivided on a geographical plan, into different sections—suburban, New England, Southern, Western and so on. Various marks show whether the customer is "charge" or "cash," whether the goods were ordered from a sample or from an advertisement, and whether it is a first offense—that is to say, first favor.

The young women who select the samples to be sent must be judges of handwriting as well as familiar with the latest fashions in New York and the extent to which they will go in other places. The wisdom of the serpent is nothing compared with the shrewdness they must display. No matter how clear a request for samples may be, there are always plenty of chances for the sender to pick out the wrong thing. Even when a letter is more than usually explicit, she "sizes up" the handwriting, the paper, the language and the locality from which If two identical letters it comes. should arrive, one from Ohio and the other from South Carolina, they would receive different samples.

"Most of the letters coming from the extreme South," said one of the clerks, "want the cheapest kind of materials. In fact they often ask for a cheaper quality than we carry. They want 29 cent silks and that sort of thing. New England customers in the cities want good things, but when it comes to the country—well, they count their pennies about twice as often as anybody else, and we get more cross letters from that section than we do from any other. The Western people, out in Ohio and west of there, are the best customers."

The sample department buys the goods, which it cuts up, getting them from the counters downstairs, just as any customer would, except that it gets a discount of 20 per cent. Hundreds

of yards of material are sliced into bits with big shears or by a cutting machine which is used for plain goods. Five hundred dollars' worth of material is disposed of in this way every month. In addition to these samples, three girls in the mail-order department are kept busy getting samples from the counters downstairs. These are sent in response to special requests for something to match a color or design.

When an order is received it is registered, and the letter is given to one of several young women who are called shoppers. They buy the goods downstairs and the material is sent to a special shipping department to be forwarded. In many of the stores these shoppers eventually get to know the wishes and tastes of certain customers who have ordered a number of times. When the customer comes to New York for a visit she often drops in for a call on the girl.

Among the queer requests which have been perpetrated upon these long-suffering mail departments was one for "black stockings with white attacked feet." The clerk inferred that "attached" was intended. Another expressed a desire for "ribbon that can be shored up," which seemed to be a rendering of "shirred up." One woman wrote for samples "for a wedding dress for me and my daughter." There were so many rossibilities in this that the entire department puzzled over it. It might have meant that each one of the women was to be married and wanted a wedding dress apiece; or that they were both to be married, but would take turns at the dress: or that the daughter was to he married and the mother was merely going to assist, or vice versa. One order said: " Please send by express two dollar shirts waists and 150 poker chips. Send red, white and blue." One of the vague requests, which come by the hundred, was: "Please send samples of summer goods in green or blue." A wide margin is left in this case in regard to material, whether silk, cotton or wool; to design, to cost and to the age of the person for whom it is intended. Many mail-order customers seem to think that their part of the matter is about as simple as pushing a button. Their cheerful confidence is justified, moreover, for the mail clerks and shoppers do the rest .-N. Y. Sun.

PICTURES speak in all languages.

WATCH THE ADVERTISING BABY.

Govern your advertising as you would your child. When it is young feed it carefully and nurture it tenderly. About the only comfort you'll get out of it at this stage is thinking what it's going to be if it lives.

When it begins to creep keep your eye on it from morning to night. It'll get itself and you into serious trouble if you are not careful.

A little later when it walks alone you'll either have to keep a fatherly eye on it or hire a trained servant to do so. If you don't, it'll get into evil ways.

Study it as it grows; don't let it get away from your influence a day. It'll begin to bring money into the family early if it's brought up rightly.

After it's past its boyhood days you can lean upon it. Don't let it fall into its second childhood.

If it passes the teething, croup and measles period you can safely calculate upon its sur-vival to a ripe old age—unless you starve it to death .- Plain Talk.

A COMPARISON.

As well expect good results from a deaf and dumb salesman carrying a placard labeled, "I sell mining machinery" as from an advertise-ment which does not tell your story. Such a salesman would do some good, but not enough to justify the investment.—Mining Reporter.

GEORGIA.

OUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 33,000 monthly. Covers Souta and Southwest. Advertising rates very low.

TENNESSEE.

A DVERTISING at five sevenths of a cent a line per thousand circulation in leading agricult-ural paper of the South. FARM AND TRADE, Nashville, Tenn.

CANADA.

DAILY and weekly RECORD, Sherbrooke, Que, Daily circ'n 2,850. Only daily in 100 miles.

IT's not only because we can and do get the right prices from canadian newspapers that we can be of mee to you in placing your Canadian when the result of t

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—i/granted. Must be handed in one week in advance.

Published at Phoenix, the Capital of Arizona, asks for patronage on these grounds:

It is the only newspaper in Arizona published

ever to the only newspaper in ATEOIR published the state only newspaper in the Southwest, outside of Los Angeles, that ope ates a perfecting press and a battery of Linotypes. It is the only newspaper in ATEOIR that has a general circulation.

The circulation of the REPUBLICAN exceeds the combined circulation of all the other daily newspapers in the Territory. For rates address.

Charles C. Randolph, Publisher, or H. D. La Coste, 38 Park Row, New York. No. 10 SPRUCE ST., NEW YORK CITY.

actual tests by coupon and sales tickets and house to house canvassing

The Joliet Daily News

draws 65 to 85 per cent of the trade for the local merchants as compared with all the other newspapers. Its advertising rates are somewhat higher than its nearest competitor's, but it gets the business. No papers sold on the street, all delivered by carrier or mail direct to subscribers.

COUPONS GRATIS

In connection with every advertising contract placed with PRINTERS' INK or the American Newspaper Directory before July 4, 1899, subscription coupons will be issued to the full amount of the contract, the coupons being redeemable on presentation at any time during the present century, each coupon, when indorsed by the name of the subscriber, being

Good For One Year's Subscription for PRINTERS' INK, Price, Five Dollars, or

One Copy of American Newspaper Directory. Price, Five Dollars. At the Option of the Subscriber.

For further information address, PETER DOUGAN, Advertising Manager of PRINTERS' INK

and The American Newspaper Directory.

Published weekly, is the organ of the Charity Organization Society of the City of New York.

It is the mouthpiece and authoritative exponent of New York charity. It is read by all interested in New York charity. It goes into the homes of the richest, most influential and religious citizens of New York of every denomination. Its contributors and readers are men and women of intelligence, education, wealth and position. If you wish to sell the Charitable Institutions, Homes, Hospitals Infirmaries, Insane Asylums, the Clergy, Churches, Religious or Charitably inclined citizens of the city of New York you can do so by an announcement in CHARITES.

If you have goods of established reputation which sell to the rich you can secure no better medium than CHARITES.

no better medium than CHARITIES.

Classified advertising, 5c. per line.
Display advertising 2½c. per line, 1,4 lines (35 cents) to the inch. Full page, 200 agate lines, \$5; half page, 100 agate lines, \$2.50; one quarter page, 50 agate lines, \$1.25. Special position, 25 per cent extra, if granted. Address,

WILLIAM C. STUART, Publisher, 105 EAST 22d STREET, NEW YORK CITY.

OF JERSEY CITY, N. J.

Was selected by a Committee of Advertising Experts appointed by the American Newspaper Directory as the newspaper in New Jersey entitled to highest rank for size, class and quality of circulation and consequent advertising value.

Average Daily Circulation in 1898.. I4,800

Booklets

Advertisements Circulars



AM in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINT: RS' INK. No other paper in the world is so much copied.

My facilities are unsurpassed for turning out complete jobs. If you wish to improve both the tone and appearance of your advertising matter it will pay you to con-ult me. Send your name on a small postal card for a copy of my large postal card.

WM. JOHNSTON, MANAGER PRINTERS' INK PRESS. 10 SPRUCE STREET, NEW YORK.

88 W. JACKSON BOULEVARD, CHICAGO, ILL.

THE WESTERN WORLD has now taken a place among the 100,000 circulation papers and brings fine returns. Try it. Address,

The Western World, 88 W. Jackson Boulevard, Chicago, III. Or any Reliable Agent.

If you can only advertise in a SMALL way, pick out the BEST MAGAZINE in the territory you want to cover and spend all your money in that;
YOUR CHOICE for St. Louis, the South and Southwest will be the

CHAPERONE MAGAZINE

Chaperone Building,

ST. LOUIS, MO.

An additional 50,000 copies Recently added to the circulation of

Modes and Fabrics

Advertisers should appreciate the importance to them of a publication which entirely controls the field from which it has a reading clientage in nearly half a million homes.

Write for illustrated booklets:



" Of Vital Interest to Advertisers." and "MODES AND FABRICS for 1899." Advertising rates \$1.25 per agate line.

MODES AND FABRICS PUBLISHING CO.,

J. L. OBERI.Y-A. P. GARDINER,

550 Pearl St., New York City.

In Pittsburg The Best Advertising Proposition Is The Pittsburg Times

PERRY LUKENS, JR.,

Room 29, Tribune Building, New York. C. GEO. KROGNESS,

Room 1,634, Marquette Building, Chicago.



This space is owned by the undersigned, who represents

THE

Detroit Journal

Circulation

34,114

For rates and other information, address,

PERRY LUKENS, JR.

Eastern Manager,

29 Tribune Building,

New York.

My Circuit Completed

TACOMA, WASH., May 10, 1899.

P. I. JONSON, Esq., New York City.

DEAR SIR—Herewith find N. Y. Draft, \$58.00, to pay for following ink order:

				Amount	\$50.60
500	lbs.	News Ink	\$20.00	10 lbs. Light Poster Blue	
20	61	Card and Job	20,00	5 " Light Poster Green	1.00
3	66	Bond Paper Job	1.00	5 " Deep Poster Green	1.00
3		Brilliant Red		1/4 " Light Job Green	25
34	+6	Fine Bronze Blue		34 " Medium Green	.25
34	0.6	French Ultramarine Blue		14 " Dark Job Green	.25
34	4.6	Fine Light Blue	.25	34 " Bronze Job Green	.25
3/4	66	Violet Blue	.25	1/4 " Light Brown	.25
34	44	Imitation Typewriter Purple.	.25	34 " Photo Brown	.25
3/4	66	Bronze Purple	.50	14 " Sepia Brown	.25
34	46	Bronze Violet	.50	34 " Sienna Brown	.25
34	66	Magenta	.50	34 " Fine White	.25
34	44	Fine Lemon Yellow	.25	34 " Green Copying Ink	.25
1/4	4.6	Orange Yellow		1/4 " Purple Copying Ink	.25
32	44	Golden Yellow	.25	% " Red Copying Ink	.25
34	8.6	Brilliant Orange Red		I " White Silver Size	.40
34	6.6	Yellow Size	•45		
1	4.6	Brown Size	.40		\$58.00
20	46	Poster Red			**

The "news ink" is wanted for cylinder press, speed about 1,500 per hour. Ship via Northern Pacific Railway Co. to

Roediger & McIntyre, Seattle, Wash.

As this ink is intended for shipment to Alaska (British side) it will be necessary to have invoices made in *triplicate*, marked "Certified correct," over your signature.

Please inclose these invoices with shipping receipt to the undersigned at Tacoma, Wash. After you have filled this order (which I trust you will do with a rush) it will not be possible for you hereafter to say in your advertisements, "My inks are used in every State and Territory except Alaska."

Yours respectfully,

R. ROEDIGER.

Tacoma, Wash.

My new home, Lucky 13 Spruce St., seems to be starting off with a hurrah. The orders are increasing daily, and my city customers feel so happy in knowing there is no more climbing stairs or groping through dark hallways. My red store lights up the whole street and keeps my competitors guessing as to what I intend to do next. Give me a call or send for my price list. I want your 25-cent orders as well as your larger ones. Address

Printers Ink Jonson, 13 Spruce Street, New York.

Notes are used to pay bills.

Musical Notes are used as symbols. 250,000 People in America are interested in Musical notes; no discount. They all read

The Musical Courier

20 years old.

Every Wednesday.

\$5.00 a year.

10 cents on news-stands.

Music from all over the globe each week.

Reaches all musical people.

Splendid Advertising Medium

19 Union Square, New York. The circulation of the Montreal Daily

La Presse

is larger than
that of any
daily published
in Canada,
French or English,
without exception.

Sworn circulation over 65,000 a day, one edition only.

Montreal
"La Presse."

Of what value is any advertising medium to you, if you do not have the right material put in it?



"Two heads are better than one."



The Gibbs & Williams Co., originators and producers of high-grade advertising matter, more especially of that certain kind of lithographic work in color you so frequently admire when used by other persons and which ought to be used by you.

Shall we tell you what you are in need of?

Address No. 68 New Chambers Street, New York, and don't be afraid of saying too much.

A Chance for All.

Hotel advertisers seeking guests for the summer; cityites desiring boarding places; transportation lines looking for travelers; travelers making up trips.

The Summer Resort Number

OF THE

Brooklyn Daily Eagle

June 18th.

A special feature of this issue will be a handsome half-tone supplement in colors, which will contain descriptive articles of each resort section, together with much other valuable summer resort matter, followed by a directory of every hotel and boarding house in the section. Thousands of copies of this supplement will be distributed during the year as the Eagle Information Bureau Directory; so it behoves all advertisers, large and small, to be represented in this issue. Send for listing blanks, which must be returned by May 25. All advertising should be in by June 10.

The increased circulation that this issue is sure to have will make it an exceedingly valuable advertising medium to local advertisers as well.

The Greatest Summer Resort Number Ever Published, June 18th. If advertisers who do not know what they want, or what they ought to do, will designate some sum of money within which they wish to limit their expenditure,

We will prepare

for them a list of papers giving the most for the money and best suited for their purposes, keeping the expenditure within the limit prescribed.

THE GEO. P. ROWELL ADVERTISING AGENCY, No. 10 SPRUCE STREET, NEW YORK.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, carnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

per Making," with the sub-head "Ste- man could only talk his ads off unconrectype and Linotype Metals," comes sciously, while he talks to customers, from the newly organized advertising firm of Albert A. Snyder and Johnson, of Chicago.

The booklet is exceedingly well written, and contains a very intelligent exposition of type metal plates in the profitable operating of a linotype machine.

This booklet, however, has been printed in purple ink upon very dark gray paper, a combination which is very hard to read indeed.

Charles Austin Bates, New York:

DEAR SIR-Inclosed is a leaflet distributed in this city by one of the local dealers which, in my humble opinion, is above the average in this style of advertising—"Plain facts told in plain words," Please give your opinion of this in the columns of PRINTERS' INK, if it is not asking too much.

This same man has a method of getting rid This same man has a method or getting rid of programme-ad solicitors that is perhaps more original than pointed. When called upon for a programme ad, the solicitor is given this copy: "A sucker born every minute. This proves it. This ad was paid for by Katt, he that sells Ramblers."

Invariably the ad man refuses to run an ad worded in this manner. Yours respectfully,

THOMAS EDGAR CAMPBELL.

The folder is very simply printed. It cost very little but it is good advertising.

Upon the outer cover is simply the phrase, "Katt Says," and at the bottom of the page, "-99 \$40 Ramblers are the best for build and -."

Inside is a good specimen of bicycle advertising. It is nothing more or less than a straightforward, easily understood talk about the Rambler Bicycle. It is intelligently written to appeal to intelligent men. Mr. Katt has something to say, and he says it as quickly as possible in as few words as possible, but so that he can not possibly be misunderstood. Sometimes this seems to be the hardest thing in the world for an advertiser to do.

A man who will talk sensibly and intelligently when he has a customer in his store seems to lose all his wits

A booklet entitled "Better Newspa- write an ad. If the average business with a phonograph concealed somewhere around to take up his words, this matter with a little editing would make the best kind of advertisement, but writing is not the natural mode of expression of the average business man. Therefore, as soon as he attempts to write an ad he becomes stilted and affected and fails to say anything that is essential.

I do not know what to say about Mr. Katt's method of getting rid of programme ad solicitors. There is no doubt that he is wise in getting rid of them, but I would be tempted if I were a solicitor and he offered me an ad of the kind given in the letter to print it, as I think it is just about as rough on Katt as it is on the solicitor.

There is always something impressive about legal forms. This fact adds to the effect of the following ad of Schreiber's shoe store which appeared in the Chronicle, of Spokane, Wash.:

LEGAL EVIDENCE.

The head of Schreiber's shoe store goes before a notary public and makes affidavit that all statements set forth in their adverments regarding the great "Change in Business" sale now going on, are the truth, the whole truth and nothing but the truth. Read the sworn statement:

Personally appeared before me, Fred. L Prescott, a notary public for the State of Washington, residing at Spokane, Charles Schreiber, of Schreiber's shoe store, who makes oath as follows: That he is selling, makes oath as follows: That he is selling, and will continue to sell during their great "Change in Business Sale," all of the famous Edwin Clapp & men's shoes, including the new spring styles at \$4.75; all Laird, Schober Co.'s fine shoes for ladies exactly as quoted in the accompanying advertisement. That none of the regular prices on the shoes have been tampered with in any way, but appear on the boxes in plain foruse, instance. pear on the boxes in plain figures, just as they were before the sale, with the reduced prices also in plain figures. That each and every item advertised is exactly as stated.

CHARLES SCHREIBER, Of Schreiber's shoe store. Subscribed and sworn before me at the city of Spokane, on this 24th day of April, A.D., 1899. FRED. L. PRESCOIT, Notery public, residing at Spokane, Wash.

The rest of the ad is filled with when he takes up a pencil and tries to prices of men's and women's shoes,

ad. No man could very well go before a notary and swear to anything untrue in a connection where it would be so evident that the facts were untrue. There are a good many fake reduction, changing business, and removal sales until the public has begun to have doubt of all the numerous excuses given for selling out at unusually low prices.

An affidavit in due and prescribed form certainly lends a dignity and impressiveness to the ad that it might not otherwise obtain. Also the very novelty of an affidavit in the middle of an ad will have something to do with the attention it will attract.

There is another side to it, however. An affidavit in an ad might imply that while the facts given in this ad and in this sale are so true that they can be sworn to, the ordinary every-day advertising of the store is not so reliable. It might seem that while the every-day advertising in the store is wool or all wool, the affidavit advertising is guaranteed strictly all wool. In other words, there appears to be an implied reflection on the other advertising of the store.

Better than all the affidavits ever sworn to is the day-after-day reputation of telling nothing about your store but the exact facts. A store that has built up such a reputation can not enhance that reputation by any number of sworn statements or affidavits.

This sort of a reputation is not of the sort that can be built up in a day. It is nothing but telling the truth in your ads every day in the year, year in and year out, and living up to the statements. Such a reputation makes every statement in your ads have every effect of a sworn affidavit.

Mr. Chas. H. Ward, manager of the Herald Printing Works at 98 Woodgrange road, Forest Gate, England, sends me a batch of ads advertising his job department.

I am sorry that from my American point of view I can find very little that is good to say about them. The American point of view may be a!l wrong when it comes to judging the tastes and preferences of an English public.

I have always believed, however, that human nature was about the same the world over. The same kind of

As it stands this ad certainly is a good persuade a man to do a thing in one country would do it in another.

Mr. Ward says in his letter that the ad which I reproduce here in its wording was the one which brought him the most business. He doesn't say how much it brought him.

All Specials! This is a special gazette, advertising special Xmas goods. A special that concerns every one in West Ham. Our printer is a special—one of the xtra sort. That concerns every one, wherever they happen to be domiciled. He sends his compliments and wishes you all a Happy New Year, and hopes (as an N. B.) that you'll help to make his New Year a happy one by dropping in at No. 98 when you're out with printing orders.

I do not see that Mr. Ward has given any reason why any one in West Ham or Forest Gate should bring their printing to him. He seems to be trying more anxiously to make a play upon words than to make a plain statement about what he can do. There is not a single reason given in this ad why any one should prefer to have printing done at this office.

The other specimens of advertising which accompany this letter carry me back to the days of fifty or sixty years ago, supposing I had been living then, when it was considered very clever to display an ad with pied type and fonts and other monstrosities of printing. One such ad is inclosed in this lot. It is worse than any I have ever seen

The best ad of the batch sent me is this:

OUR PRINTER'S CORNER.

PRINTING ISN'T A NECESSITY.

Neither is the telegraph, the telephone

estiner is the telegraph, the telephone or the railway; but it pays you to use them, and they get there quick. When you want printing, have the "Gethere-Quick" kind—the sort you "can't help but read." That's the kind we do, and 'twill pay you to use it!

THE SPECIAL.

This ad has quite an American tone about it. It gives two reasons why the printing done by the special office is good, one reason being that it is done quickly and the other that it is readable. The fault with this ad is that it says printing is not a necessity, is not a necessity, I do not know what is,

Mr. Ward also sends me a copy of the West Ham Herald. I never could keep those English post-office addresses straight, but it seems that the firm to which Mr. Ward belongs publishes not arguments and things which would only the West Ham Herald, but also Forest Gate Gazette and Antiquarian

The West Ham Herald looks like a typical English newspaper, upon the front page of which some one had pasted a "hot stuff" minstrel bill. This is the advertisement of a variety theater at Stratford. To this ad Mr. Ward refers with pardonable pride as follows

98 WOODGRANGE RD., April 14, 1899.

Mr. C. A. Bates, PRINTERS' INK:
SIK--Inclosed ad appeared in our April 1st
edition. How does it bear out the assertion edition. How does it bear out the assertion that we English haven't yet learned how to advertise, or to set up an advertisement when we get one? We are using the catch phrase of "You-can't help-but read-it-Printing," and reckon this sample carries the quotes out don't you? Shall watch PRINTERS' INK to see.
The West Ham Heral is the eight-page

one-penny weekly organ of the Advanced Party here. We rejoice in possessing the only English Socialist Town Council, you

know.

Yours faithfully, CHARLES H. WARD. This ad is certainly set up in American style, but it is the very worst American style. It is simply that of the average long handbill printed in country towns in which the name of each performer is set in large type and clean across the ad with a few lines of small type underneath, separated from the next one with brass rules.

There are a number of expressions in this ad which sound interesting to American ears, such as the fact that the variety show will be given under the distinguished patronage of the Alderman Michael Addison, J. P.

There is also some space given to the elegance of the theater, which is evidently a new one, and the amount subscribed by the different directors.

The highest prices for seats is three shillings in the private boxes, and these prices range down from one shilling six pence in the grand circle, cushion "tip-up" seats in the pit at six pence, cushion seats in the gallery at four pence and any old seat in the gallery at three pence.

The ad states that no seat is guaranteed and no money will be returned.

Our old friend, the strong man Sandow, appears to be the leading star of the show.

The rest of the company reminds one of an average performance at Keith's or Proctor's.

And all this takes place in the birth town of William Shakespeare, Stratford-upon-Avon.

gotten out by J. N. Masters, Limited, which ought to bring business.

Manufacturing Jewelers, of Rye, Sussex, England.

The name of the book is, "The Golden Circlet."

It is not a badly printed booklet for English work.

The drawing on the cover design is typically English. It lacks the spirit and dash that you see in French and American work, but at the same time it is a picture of a very staid and respectable English bride.

Mr. Ma-ters leads up to his subject which is that of selling jewelry, with the following few words of intro-

duction:

THE GOLDEN CIRCLET.

Every girl will not become a bride, but most girls may become as pretty as a bride.

This is what this book is about.
You may never require the "Golden Circlet"; you may never even desire to have it, or possibly you may be already wearing it; in either case this little book will interest

If you are likely—some time in the future—to wear the Golden Circlet, this little book

should interest you still more.

It is an acknowledged fact that pretty ladies look prettier if well dressed; but have u observed what a startling difference a

little jewelry will make in your appearance? It is rather far-fetched and not very convincing, but after the book gets down to talking about the jewelry, it gives a good many sensible reasons why the reader should buy her jewelry of J. N. Masters, Limited.

There is a novel testimonial in the back of the book. It says: "Miss Weston, the Sailor's friend, writes in her book, 'When any one makes a trial by writing to Mr. Masters, they will not be disappointed." ring a slight shakiness in pronouns, there is something in this testimonial which ought to be a good thing for Mr. Masters.

I have a very good house book from the John M. Dean Company of Prov-

idence, R. I. The book is attractively printed with a green cover, while the paper inside is a rich golden yellow in color.

The book is tastefully illustrated with small pictures at the bottom of each page. The text is readable and very convincing

With this book is sent a fac-simile letter calling attention to the booklet and the original methods upon which the John M. Dean Company sell house

The whole plan seems to be well I have a booklet advertising jewelry worked out and is the kind of a plan

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Newspapers have a great opportunity to improve their advertising. It needn't be more grandiloquent. There is enough of that in it now; but it might be plainer and simpler and tell more honest facts, to its own great advantage.

There Is No Secret

about Journal circulation or Journal advertising rates. The Journal circulation books are open at all times to every advertiser, and the fullest investigation is courted at all times. Journal advertising is taken on a guarantee of over 40,000 circulation daily, and the rates are made such that it pays every merchant with something to sell who wants the greatest returns for his money to use its columns. The interests of the advertiser and the newspaper are mutual, and the Journal solicits advertising on the single proposition — Journal advertising pays.

If You Want a Situation

and need assistance, a small advertisement will be inserted for three days without charge.

Have You Property

to rent or for sale? The easiest, simplest and cheapest way to bring it before the public is to put a small advertisement in the State Capital. It will be read everywhere in this city and territory.

For an Optician.

Can You See

as well now as you could five years ago? Don't trifle with your eyesight. If you have the least trouble consult the experienced optician and refractionist free of charge.

Refrigerators.

We have just received a whole carload of

Odorless Refrigerators.

The Odorless Refrigerator is built on strictly scientific principles on new plans entirely different from any other Refrigerators. They are most economical in use of ice and are absolutely odorless - Vegetables, Meats, Berries, Melons, Fish, Cheese, Milk and Butter kept together without contamination.

Different Sizes - Different Reasonable Prices.

Come and see the best refrigerator made.

For Farm Implements.

Harrowing,

needn't, at this season of the year, mean "heart rending"—to those of our customers who know the Acme Harrow it means the best possible crushing, cutting, lifting, turning, smoothing and leveling of a plowed field.

The Acme is a general purpose harrow, and will prepare a perfect seed bed and cover the seed in the best manner.

You ought to know of the Acme Harrow. It's the cheapest riding harrow in use.

For a Tailor.

Our Fancy Worsted \$15.50 Suits

(to order)
have life and snap to them.
These goods are made of
long yarn, just like the finest
fabrics, therefore wear longer and look better than those
usually sold at this low figure. Lively patterns in
checks, stripes, pinheads.
Order of us and get your

money's worth.
Samples on application.

For a Laundry.

Don't judge us by the work of other laundries. All we ask to convince you of the superiority of our work is a simple trial. Try us with a lady's shirt waist. Try our family washing at 4 cents a pound. Good-Gives Details and Prices.

There Hasn't Been Any Doubt-

as to our leadership in Baby Carriage selling for a good many seasons; no doubt of the economy of buying here.

Take our \$10 carriage as an example of the values we offer, varnished reed body, upholstered in pretty and substantial silk finished goods, handsome ruffled edge, lace covered parasol, rubber tired, steel bicycle wheels and a foot brake that works.

Other patterns from \$5.75 to \$25. Catalogue for out of town buyers.

Garment Cleaning.

Have You Ever Had A Garment Dry Cleansed?

Not "washed," which takes the life and substance out of goods, and spoils the shape of the garment, but so treated that all spots and grease are removed without impairing fabric or color.

The nicest goods are treated by our Dry Process without in-

Ought to Give Prices.

In a Chamber

there's nothing that adds more to the appearance of the room than a suitable

TOILET SET.

We've a lot of new sets and they're the best and prettiest sets we've ever seen for the money. They're mostly low and medium cost sets. Need any? Then "Walk in and Look Around."

Mirrors.

Ye Olden Time Mirror

of your grandmother's day (also called colonial) is the proper mirror at present. If you can not find one among your heirlooms come to us—we make mirrors of all kinds. Good Ad for Carpet Cleaner.

Ouick Work

—but thorough, honest, good work is what we do in carpet cleaning. Our two big dusters take out all dust and dirt in a very short time—and never tear or harm carpets in the least.

Seventeen years of steady service have made us experts in our line—we can dust carpets to perfection.

Telephone or send a postal and we will call.

It Pays To Be Just As Helpful As You Can.

We Will Show You

How to get the best results from your camera. We give you the benefit of our years of experience of photography. Our dark room is in our store

Our dark room is in our store and the details of picture making are explained from beginning to finish.

We carry always in stock the leading models of cameras.

For a Dyer.

" What's The Matter?"

That's what they say when they see a young man with a new suit on. "He has but a small salary, and no other visible means of support, yet he has on a new suit of clothes."

No, that is simply his old suit dyed and pressed to newness answers every purpose and costs \$3.00.

Appeals to Housekeepers.

Helps for the Housekeeper.

The House Furnishing Department is always an interesting section for the busy housewife. Here hundreds of the little things that so materially lighten the labor and worry of housekeeping can be secured at almost nominal prices. The few we mentioned are but a handful compared to the extensive stock always to be found here.

Coffee.

Start the Day Right

and everything will go smoothly. The proper way is to start with a steaming cup of our Purity Java and Mocha Coffee. This coffee is selected by coffee experts for its superior drinking qualities and roasted by the most perfect process known to man; 36c. a pound.

For a Bicycle Repairer.

Your Bicycle

may look old and shabby, then have the parts nickel-plated; it will be as good as new; the cost will be but a trifle. We do nickel-plat-ing of every description.

For a Hatter.

The Complaint

that it is hard to choose a new hat

is not often heard in our store. Our stock is so large and is se-lected with such good judgment that we can readily please all

We are especially strong in Derby's at \$1, \$2 \$2.50, \$3.50, \$4.

Gas Ranges.

Keep Cool.

You can't do so in hot You can't do so in hot weather with a coal fire in the kitchen. A summer cooking apparatus is an indispensable necessity. We have the largest and best assortment in the city, at prices to suit all. prices to suit all.

Gas Stoves and Ranges, Gasoline Stov Blue Flame Oil Stoves,

For a Clothier.

Yesterday in our store, standing almost side by side, were two men, each trying on suits, one a burly fellow with a 59-inch chest, the other fully 6 feet tall, his chest not measuring 34 inches "Clothes that fit."

Ought to Tell the Price,

Like Ale?

We bottle and deliver lots of it about the city. A postal card will bring you a case.

Sensible.

Household Helps.

Every housekeeper learns sooner or later that goods from which service is required can easily be too cheap. We steadily decline to sell trash, This list of helps for spring housework gives prices of thoroughly good articles only. You can get dust-pans for 6c., brooms for roc., buckets for 8c., yet none of these articles is given in the list. these articles is given in the list below for less than 25c. That means that we find 25c. brooms and buckets the cheapest. Lower-priced ones are more costly.

Good.

Neglect Of Eyesight Is Punished

more surely and more semore surely and more severely than any other bod-ily neglect. A little help at the right time may pre-serve the sight through life. I will examine your eyesight and tell you whether I can help you, and how, and the cost of it—for this, no charge.

Ought To Be a Winner for a Business College.

A Guaranteed Salary.

We will to day take a well-We will to-day take a well-educated young man (or lady), 16 to 25, and give him a written guarantee of employment at a stated salary per week after he graduates in shorthand, type-writing and bookkeeping at our College. Bring your sons and daughters and find out all about

Reasonable.

It Is Not

The material which make my Shirts and Shirt Waists the best. I use good ma-terials, but any one can buy good materials. It is the fit and beautiful workthe fit and beautitul work-manship on my shirts which has brought my name to the front as— best Shirt Tailor. A trial order will convince you. Moderate prices prevail.

Good Ad for Parasols.

More About Parasols.

They are not sols unless they are "different," unless they are better. These are two characteristics that we maintain always. Nothing of the commonplace, either in style or value. The list below includes only a few styles selected for mention out of our large stock of beautiful new parasols. They are not -

For Cigars.

Hard Lines.

A man is in hard lines who has lost on the races, and the only consolation we know of is to smoke — 's to cent Rosa Alpena Cigars.

BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care Painters' Ink.

The story of a collar button is a cirlar gotten out by Mr. B. F. Phillips,
which I arranged for him. He, with myself,
which is a circumstance of the collection of the cular gotten out by Mr. B. F. Phillips, an up-to-date jeweler, of Cuyahoga Falls, O.

He states that the story is used with the consent of the manufacturers who had it written.

It is the most intelligent circular I to one thing, collar buttons. It shows that is the kind I am going to give, nine pictures of how the collar button

The man who is at all particular else. this circular. formation, but gives it in a readable

If all the circulars which are gotten out were as good as this, they would produce better results.

tell some reason why the goods advertised or the store advertised deserves attention. More than half the advertisers overlook this point and therefore their advertising shot is scattered in the air without hitting anything.

Here is a paragraph from the Au-gusta Herald which expiains very well one of the secrets of good advertising:

The average merchant will get angry if you tell him you don't believe there are any good reasons why people should patronize him in preference to his competitors. Thus aroused, he will pour out reasons—good reasons, too—enough to fill a book. But it rarely occurs to the average merchant to give the public those reasons in his advertising. He doesn't seem to realize that such is the best sort of advertising -the only sort of advertising that is real advertising. - Augusta (Ga.) Herald.

CHARLOTTE, N. C.

Mr. Charles F. Jones:

DEAR SIR - Your criticism column is the most popular feature of Printress' Ink. I read every line in it when I have time. I appreciate and enjoy your work immensely. An advertiser of the Observer has handed

likes his advertisements written along this line. Do you think this kind of advertising is attractive, and would it draw trade? I mean only the wording, not the display.

Yours, very truly, GEO. B. CRATER, Adv. Mgr. Charlotte Observer.

I presume Mr. Crater in asking me have seen in a long time, simply be- to criticise his advertisements wants an cause it tells something. It is devoted honest opinion. If I give any at all,

I do not think an advertisement like is made, from the time it is a flat piece this is worth the time which it takes to of metal until it is ready to wear. It write. People do not read advertiseis not a long circular either, as the il- ments just for the fun of reading them. lustrations are so complete that only a An advertisement like this they simply few words are necessary to explain it. glance at and pass along to something The advertisement does not about his collar buttons would be very show at a glance anything at all about likely to ask for the Krementz One- the man's business, or say anything in Piece Collar Button after he had read its headline which would be apt to It tells an intelligent make the public generally read through story which not only gives some in- it to find out what kind of goods Mr. Mellon keeps, etc.

I believe that for a retail store nine times out of ten the best thing to talk about are the goods and the prices.

The old stereotyped advertisement The secret of good advertising is to of "E. W. Mellon, dealer in men's clothing and furnishing goods, Charlotte, N. C.," would be even better than the advertisement which I reproduce here:

Vexations, Hard Times, Gloomy Spirits

Are expelled here. Such feelings are only experienced by the unsucerssful. The fellow that's always singing "dull trade, poor town and slow people" is lacking in the facilities which are incorporated in the construction of a good citizen. It were better if he would immigrate with the army to Cuba.

No Dissatisfaction or Grumbling Here.

Too much work to do. With our enormous stock to care for and a store full of customersmostly holiday shoppers—we have no time to find fault. We've got the clothing and gents' furnishings that are popular with the masses. If we don't please you, then you are at liberty to go elsewhere,

ED. W. MELLON.

Our mail order department is in the hands of efficient clerks.

I am very much obliged to Mr

Crater for his good opinion of this de- is not half so effective to my mind as partment. I am sorry I can not return the compliment by giving him as good an opinion of this advertisement. I do not think it would ever draw a crowd and probably never sell a dollar's worth of goods.

There is one statement in it particularly which strikes me as being

very weak:

"If we don't please you, then you are at liberty to go elsewhere."

I hardly see how a merchant could insinuate that a customer is not at liberty to go elsewhere, whether he is pleased or not. Such a statement as this is silly. What Mr. Mellon should have said, is, " If we don't please you and the fault is with us, we would be only too glad to rectify the error, or refund the money on the purchase." This statement would mean something and would be apt to cause his customers to have confidence in his business if he backs it up right.

I believe it nearly always pays a big house to do big advertising. The two

seem to fit together.

I am thinking particularly of the advertising of the H. B. Classin Com-Everybody knows that the H. B. Classin Company probably do the largest wholesale dry goods business in America. Until quite recently they have never done any very big advertising.

In a recent issue of the Dry Goods it is not likely to be preserved. Chronicle, they had a sixteen-page section devoted entirely to their business. This is good advertising once in a while, simply because it appears so big. It is advertising which can only be done by a very big concern.

If I remember correctly, much of the former advertising of the H. B. Claffin Company was devoted to small quarter-page announcements. was all very well in its way if regularly carried on, but a big advertisement like the recent one helps to emphasize the smaller advertisements which appear with more frequency.

There was one mistake made in the sixteen-page Claffin advertisement, and that is, it was gotten up to look neither like an advertisement nor a reading notice. Taking a whole sec- penses seem to be rather large for a tion of the paper and filling it half full \$70,000 business, unless the proprietor of pictures of the store and the other himself draws a pretty good proporhalf full of display type, simply enum-tion of this amount. erating the different kinds of goods,

if a real good story of the house had been written, and the pictures used as illustrations for the eight-page story.

The Dry Goods Economist undoubtedly have in their employ some real good reporter who could have gone to the H. B. Claffin Company and written up an eight-page history of the house, its business and its merchandise. This, with the other eight pages of half-tone illustrations, would have made a book on the subject of their business which would have been very interesting to all merchants and would have been preserved much more readily than this advertising section which they have gotten out.

Since the announcement appeared in the Economist, the H. B. Classin Company have also distributed it in pamphlet form. What an interesting pamphlet the proper story with its illustrations would have made? As it is, this pamphlet is probably glanced at by the person who receives it and then thrown into the waste basket. If it had been the right kind of a story entertainingly written, it would have told just as much about the Claffin merchandise, shown just the same numerous pictures of the inside of the store and would have been preserved by all persons interested in the dry goods business.

I think a concern like the H. B. Claffin Company make a mistake in putting their matter in a shape where

Charles Jones, care of PRINTERS' INK, 10 Spruce street, New York:

My DEAR SIR-1898 business as follows: Rent, \$4,600; general expense, light, insurance, Kent, \$4,000; general expense, light, insurance, fuel, etc., \$1,500; advertising, \$600; salary, \$8,300; total, \$15,000, to come out of gross profits on \$70,000 sales—all cash. Established 18 years; store building, good stand, good windows, good sales force, good shelving. Town of 9,000 population, and county population, 2,000. What is wrong? Where is the leak? Yours very truly,

There are probably three leaks in this business.

In the first place, a rent of \$4,600 in a town of 9,000 population is heavy, it does not matter how much good the stand. I would try and get my rent reduced in some way.

In the second place, the salary ex-

Next, the advertising seems to be

can well afford to spend more than after writing. \$600, if there is a good chance in view

of getting more trade.

There is another way of looking at this business, and that is that \$70,000 is a pretty good business to be done in a town of 9,000 population, if the store has a good many live competi-The tors, as I presume is the case. store already being pretty well up to the limit, the thing to do is to cut down the expenses as much as possible so as to make more net profit on the business that is being done.

Mr. Jones, PRINTERS' INK, Store Management Department :

DEAR SIR-We conduct a department store, DEAR SIR—We conduct a department store, 8x80. Do about \$100,coo business annually on the east side of a Western city. Main retail business is done on the west side. Recently we have leased on a main business street a location 2xx12a, located between the two prospective biggest department stores in the city. Both of these will build this surping and be come for fall. biggest department sories in the city. Both of these will build this spring and be open for fall trade. We expect to put in new location a branch store, selling dry goods, ladies' and children's shoes, perhaps men's too, and children's knee pants suits. Have plenty of capital to buy everything on a cash basis. One brother will manage the present store, the writer the new. We advertise in dailies, weeklies and dodgers, and have the confidence of the public, but where we are now is strictly a local trade.

What I want to ask you is this: Would it be best to have our name over the new store the same as over the present one, and in advertising our goods say they can be had at both stores, or would it be good business tactics to name the new store some such

ness tactics to name the new store some such name as The Boston, or some similar name? If you answer through PRINTERS! INK kindly omit our name. Simply answer the points that you think I am seeking, or, if agreeable, would prefer a private letter.

Am a constant reader of PRINTERS! INK. Kindly find inclosed notice announcing same. Yours truly

Yours truly,

remark of this letter first.

I do not send a private letter to this party, because his communication is addressed to my department in PRINTERS' INK. I can not go into private correspondence unless you write to me at my own business office. PRINTERS' INK pays me for answering questions through this department, but it has no arrangement by which I am expected to write private letters.

ting an answer through PRINTERS' INK and that is, you have to take your town where the town is big enough to turn. As near as possible each letter is answered in the order in which it to the other. If this difficulty does comes in. of the number of questions asked, is located, I believe they would be at often makes it a month or two, or at less expense and do nearly as much

light. A store doing a \$70,000 business can possibly hear anything from me

Persons who want private letters should address me at my own business office, which they will find advertised on another page in this publication.

The gentleman who writes this letter does not want his name or address mentioned, and therefore I can only say that the town in which he is located is one of less than one hundred thousand inhabitants. I am afraid this is too small a town to justify a store having two locations, and therefore perhaps two stores run under different names would be better.

If this firm was known under the name of Smith Brothers, which it is not, it is likely that people who wanted to trade at Smith Brothers would be willing to go the short distance out of their way in order to get to Smith Brothers' store, because the town is not so big but what most people can easily go from one part of it to the other.

In a city the size of New York, I believe one firm could afford to have stores in various parts of it, would do a good business in each place, and the fact that they had more than one store would be an advertisement in itself.

It has always been a wonder to me why some big New York store did not have a branch in Brooklyn and another one in Harlem and advertise all three together. There would be a great saving of expense in the advertising which would probably more than compensate the trade which one store would take from the other.

In having two stores run under dif-I will begin by answering the last ferent names, it would be well if the public did not know that they belong to the same parties, otherwise they might as well be run under the same

> This firm have largely killed the feature of having a new name to the new store by allowing the newspapers to publish reading notices of the fact that the two stores were going to belong to the same firm.

As kind of a summary, I will say, it is There is only one difficulty in get- my opinion that one firm can conduct stores in different locations in the same make it difficult to go from one store This, however, on account not exist in the town where this firm least a number of weeks before you business if they only had one location.

The American Newspaper Directory





1899

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